OVERVIEW REPORT

SEPTEMBER 2002

ADULT POLL 4

JOINT ADVERTISING,
MARKET RESEARCH
AND STUDIES

APRIL 2003

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DEPARTMENT OF DEFENSE SEPTEMBER 2002 ADULT POLL OVERVIEW REPORT

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EXECUTIVE SUMMARY

The Adult Polls are designed to help the Department of Defense (DoD) understand the role adults play in influencing youth's consideration of and enlistment into the U.S. Military. This report details the findings from the September 2002 Adult Poll 4. This poll focused on adults' likelihood to recommend the military, their level of knowledge of the military, their overall impressions of the military, and the sources of their military impressions.

An Uphill Battle

Although adults generally have a positive attitude about the U.S. Military, only 12% readily mention it as an option they would recommend for a youth after high school. Substantially more adults mention continuing education or getting a job as options they would recommend to a youth they know. There is even more difficulty convincing parents that military service is for their children. When adults without recruit-aged children are asked directly if they are likely to recommend the military to a youth that they know, 60% respond they are. However, when parents of recruit-aged youth are asked this same question, only 40% indicate that they are likely to recommend military service to their own child.

An overwhelming proportion of the adult population believes that we are likely to see the majority of our troops engaged in battle sometime during the next four years. Many adults report being unlikely to recommend military service as a result of this perceived threat. In contrast, although the war on terrorism may result in large-scale troop involvement, responses indicate that adults have mixed feelings about this with some reporting that it may be a 'cause worth fighting for.'

Views on military recruiters create another obstacle for some adults. While most agree that recruiters care about the well-being of youth interested in the military, many also feel recruiters use high pressure tactics and present a biased picture of what life is like in the military.

Knowledge is Key

As might be expected, people who have a favorable view of the military are also likely to recommend the military. Left unanswered, however, is the question: how do we improve adults' favorability of the military? The results from this poll suggest that improving adults' level of knowledge about the military may be one key. Adults who report knowing a good deal about the military tend to have a more favorable view of the military and are more likely to recommend military service.

Increasing the proportion of adults that are knowledgeable about the military may also positively affect military recruiting. Increasing knowledge levels should be expected to not only increase the proportion of adults making military recommendations but also improve the overall quality and significance of these recommendations.

The results of this poll indicate that future efforts to identify the resources and information needed to increase adults' knowledge of the military may prove useful. Specifically, there should be a focus on understanding the information that must be disseminated, to whom it must be disseminated, how it must be disseminated, and how to measure and track the effectiveness of these efforts.

Improving Knowledge
Improving adults' knowledge of the military and the effect this has on youth propensity requires an understanding of the sources of military impressions and how they affect adults' likelihood to recommend military service. The findings from this poll show that impressions come from a variety of sources (e.g., television, reading materials, and people) and that each of these sources affect adults' likelihood to recommend military service differently.

Over two-thirds of adults reported receiving their impressions from the media (including nearly 50% who received a majority of their impressions from television); however, most reported that these impressions had no real effect on their likelihood to recommend military service to youth. This lack of effect is not surprising given the general lack of trust that people reported having in the major media outlets (i.e., movies, television entertainment programs, magazine articles and television commercials).

Family, friends, and acquaintances are also mentioned as major influencers of adult impressions of the military. However, in contrast to the media, these more personalized impressions have an overwhelmingly positive effect on adults' likelihood to recommend military service. In addition, people such as: a family member, military recruiters, teachers, guidance counselors, coaches, and friends are seen as relatively trustworthy sources of information. Interestingly, the influential family, friends, and acquaintances mentioned are, almost without exception, either current or past military members.

In addition, the Internet is also mentioned as a key resource when adults are asked where they would turn if they need information about military service (e.g., military benefits or life in the military). Taken together, these findings provide the DoD with three readily available information avenues: television, other people, and the Internet. In the development of an overall strategy to increase awareness, knowledge, favorability, and consideration of the military, planners should ensure that these media play a pivotal role in the communication platform.

Department of Defense
September 2002 Adult Poll

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SECTION I. INTRODUCTION

SITUATION

In response to the recommendations made by the Eskew/Murphy review (1999) and the National Research Council report *Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment* (2001)[1] to increase efforts aimed at engaging influencers of the youth in the career decision-making process and to increase the amount of recruitment information specifically designed for parents and adult influencers, the Department of Defense (DoD) began conducting Adult Polls in May 2001.

The primary purpose of the Adult Polls is to measure the likelihood of adults to recommend military service to youth. In addition, it is the intent of the DoD to use this poll to gain a better understanding of the adult market's attitudes toward military service that can later be used to guide advertising or outreach campaigns. This information is expected to help the department gain a better understanding of the general adult public's view of the U.S military and ultimately assist the Services in meeting their accession requirements.

The September 2002 Adult Poll marks the fourth measurement of adult attitudes regarding the military and their likelihood to recommend military service to youth. This report documents the results of this poll by attempting to answer three primary research questions:

1. **How likely are adults to recommend military service to youth?**

2. **What are adults' attitudes toward the military (i.e., favorability, knowledge, and impressions)?**
   - Who or what are the primary sources of their impressions of the military?
   - Where do adults turn to get information about the military?

3. **What factors have the greatest effect on an adult's likelihood to recommend the military?**

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[1] National Research Council (2003).Attitudes, Aptitudes, and Aspirations of American Youth: Implications for Military Recruitment. Committee on the Youth Population and the Military Recruitment. Paul Sackett and Anne Mavor, editors. Division of Behavioral and Social Sciences and Education. Washington, DC: The National Academies Presss.

ORGANIZATION OF THIS REPORT

This report is divided into five sections:

Section I.   *Introduction* - provides background on: the purpose and objectives of the Adult Poll, the methodology and research approach, and demographic profile of the survey respondents.

Section II.   *Likelihood to Recommend* - answers the first research question about the likelihood of adults to recommend military service to youth. This section also makes a comparison between parents and non-parents of youth, as well as between recommending military service as a post-high school versus a post-college option.

Section III.   *Adult Attitudes* - answers the second research question regarding adults' attitudes toward the military. In addition to favorability and knowledge of the military, Section III examines the kind of advice adults give youth about the military, their sources of impressions, and their sources of military information. Adults' opinions on recruiters, current events, and indicators are also reviewed to gain a better understanding of adults' attitudes.

Section IV.   *The Link to Likelihood to Recommend* - answers the third research question about the factors that affect adults' likelihood to recommend military service. Demographic and attitudinal factors are investigated to determine their relationship with likelihood to recommend.

Section V.   *Summary, Conclusions, and Recommendations* - summarizes the results of the September 2002 Adult Poll and provides conclusions and recommendations for tactical and strategic planning.

METHODOLOGY

The September 2002 Adult Poll used random digit dialing administered via Computer Assisted Telephone Interviews (CATI) to collect the data. The poll was fielded between September 17, 2002 and September 27, 2002. Households were screened for the target audience – adults between the ages of 22 and 85. In the case where more than one person in the household met this criterion, the respondent with the most recent birthday prior to the interview date was selected.

A total of 1,252 adults responded to the survey, which took an average of 24 minutes to complete. The data were weighted by age, race/ethnicity, and education to reflect the general population based on 2002 Current Population Survey data. Soft quotas were placed on the eight geographic regions, gender, and race/ethnicity (percent of sample: based on 2000 U.S. Census).

Overall margin of error using a 95% confidence interval is:
- $\pm$2.8 percentage points for proportions
- $\pm$.15 for 10-point scales
- $\pm$.07 for 5-point scales

Appendix A contains a detailed description of the research methodology.

APPROACH

The September 2002 Adult Poll contained survey items covering the following topics:

- Favorability toward the military
- Knowledge and impressions of the military
- Advice given regarding youth's post-high school options
- Sources of military impressions
- Sources of military information
- Perceptions of recruiters, current events, and economic indicators

Together these topics are expected to affect the primary measure of the Adult Poll, the likelihood that adults would recommend military service to youth. The figure below depicts this research model. The Adult Poll focuses on the left side of the model: adults' views on the military and the role adults play in influencing the career decisions of youth. The likelihood of adults to recommend military service to youth is one of several factors (e.g., youth attitudes, the economy, job market conditions, etc). that affect the supply of potential military recruits, and in the end impacts how difficult it is for the U.S. Military to meet its accession requirements.

ATTITUDES OF ADULT INFLUENCERS TOWARD MILITARY		
Favorability toward the Military		
Knowledge of Military	Likelihood of recommending military service to youth →	PROPENSITY OF YOUTH TO SERVE IN MILITARY (potential supply)
Advice About/Support for the Military		→ ENLISTMENTS
Impression of the Military		
Sources of Impressions		
Sources of Military Information		
Recruiters, Current Events, and Indicators		

RESPONDENT PROFILE

The following charts display the primary demographic segments of the 1,252 surveyed adults:

- Age
- Gender
- Race
- Race/Ethnicity
- Household Income
- Marital Status
- Children/Age of Children
- Education
- Employment Status
- Prior Military Service

Age Category

22-27
12%

71-85
10%

28-35
17%

55-70
20%

36-54
41%

Gender

Male
47%

Female
53%

Race

White
80%

Hispanic
ONLY
4%

Native
Hawaiian or
other Pacific
Islander
1%

Asian
2%

American
Indian or
Alaskan
Native
3%

African-
American
12%

Race / Ethnicity

White, Non-
Hispanic
74%

African-
American,
Non-Hispanic
11%

Hispanic
10%

Other, Non-
Hispanic
5%

Annual Household Income

$40,000-$59,999 21%

$30,000-$39,999 16%

$60,000-$79,999 14%

$25,000-$29,999 11%

$80,000-$99,999 8%

Less than $25,000 21%

$100,000 or more 9%

Marital Status

Married 56%

Separated 2%

Widowed 7%

Divorced 14%

Single and never married 21%

How many children do you have?

3 16%

2 29%

4+ 16%

1 15%

0 24%

Are any of your children between the ages of 12 and 21?

Yes 33%

No 67%

Ages of Children

Age	%
21	13%
20	18%
19	18%
18	15%
17	14%
16	20%
15	17%
14	18%
13	15%
12	21%

0%   5%   10%   15%   20%   2

Is your youngest child a son or daughter?

Daughter 44%

Son 56%
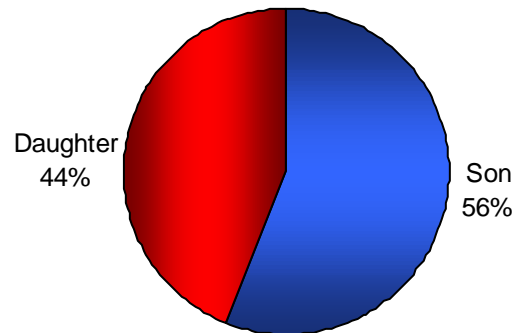
Highest Level of Education Completed

Some College but no Degree 17%

Associate Degree-Occupational/ Vocational 6%

High School Graduate-Diploma or GED 37%

Associate Degree-Academic Program 4%

Bachelor's Degree 16%

Less than High School 9%

Master's Degree 7%

Doctorate Degree 2%

Professional School Degree 2%

Current Employment Status

Employed full-time 52%

Other 5%

Unemployed 11%

Employed part-time 11%

Retired 21%
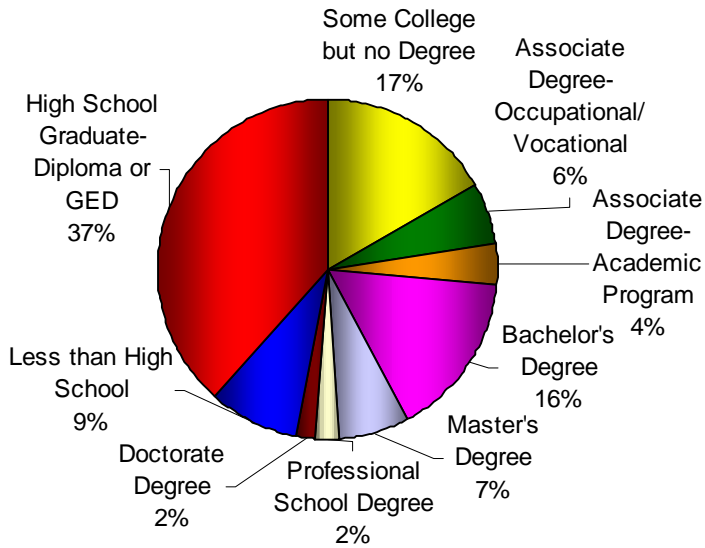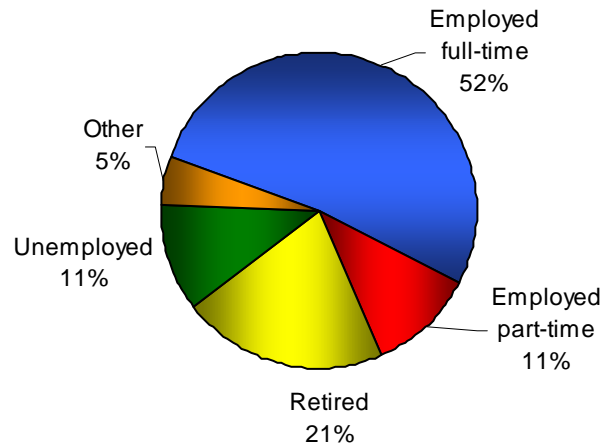
Are you or have you been a member of armed forces?
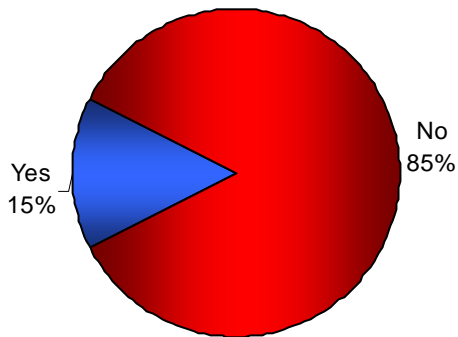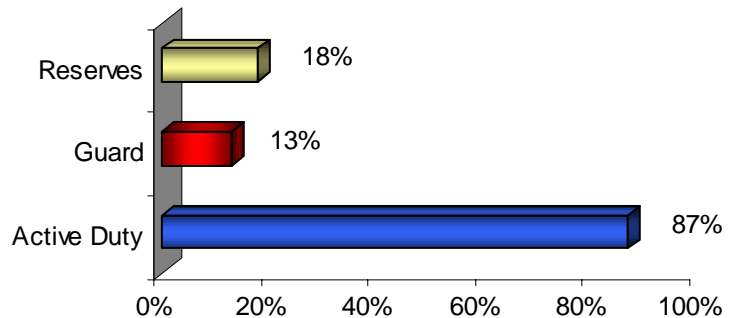
No 85%

Yes 15%

Is that active duty, guard or reserves?

Reserves 18%

Guard 13%

Active Duty 87%

0% 20% 40% 60% 80% 100%

Do you interact with youth between the ages of 12 and 21 on a regular basis?

Yes 37%

No 63%

6
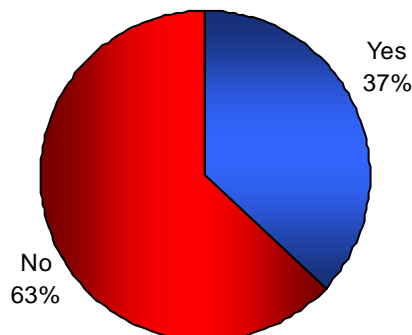
SECTION II. LIKELIHOOD TO RECOMMEND

This section of the report answers the first research question, *"How likely are adults to recommend military service to youth?"* As described earlier, it is proposed that adults' recommendations for military service influence youths' consideration of the military. In turn, this is expected to affect youth propensity and ultimately the decision to enlist.

The September 2002 Adult Poll measured likelihood to recommend among non-parents and parents of youth age 12 to 21 (for the purposes of this report, "parents" refers to adults with children age 12 to 21, while "non-parents" refers to adults who do not have children between the ages of 12 to 21). In the cases where the respondent was a parent, they were asked about the recommendations they would make to their own child. In contrast, if the respondent did not have a child between the age of 12-21, they were asked about the recommendations they would make to a youth they know between the age of 12-21.

First, adults were asked to mention any post-high school option they would consider recommending to youth they know or to their own children. Adults were then read a list of specific options and asked to rate the likelihood that they would recommend each of them. Finally, adults were asked the likelihood of recommending military service to youth who had just earned their college degree.

HIGHLIGHTS

- When asked to think of post-high school options they would recommend to a youth, approximately one out of nine adults mentioned military service (12% non-parents, 11% parents). Adults mentioned military service less often than further education (83% non-parents, 89% parents) or employment (17% non-parents, 14% parents).
- While 60% of non-parents said they were likely (likely or very likely) to recommend the military to a youth they know, only 40% of parents said they were likely to recommend military service to their own child.
- When given a list of specific post-high school options, adults were more likely to recommend attending school or obtaining a job than military service. Of parents, 87% were likely to recommend attending a four-year college or university, 83% were likely to recommend getting a part-time job, 70% were likely to recommend attending a trade, technical, or community college, and 53% were likely to recommend a full-time job. Among non-parents, 92% were likely to recommend attending a four-year college/university, 85% were likely to recommend attending a trade, technical, or community college, 75% were likely to recommend getting a part-time job, and 58% were likely to recommend a full-time job.
- The overall likelihood to recommend military service to a youth increased slightly from the last measure (60% "likely" or "very likely" in September 2002; 57% in January 2002). Likelihood to recommend is still lower than the high measured in September 2001 (66%).
- Adults were substantially less likely to recommend the military as a post-college option than they were to recommend the military as a post-high school option.
- Adults with a military background (i.e., currently serving in the military or have served in the military) were more likely to recommend military service. Seventy-four percent of non-parents with a military background were likely to recommend military service. This proportion fell among parents with military backgrounds (54%).

Post-High School Options

When asked what post-high school options they would recommend, most adults mentioned school (i.e., any formal training/education). Eighty-three percent of non-parents would recommend school to a youth they know, compared to the 89% of parents who reported they would recommend school to their own child.

Overall, approximately one out of nine adults, (12% overall: 11% parents, 12% non-parents), would recommend the military as a post-high school option.

Suppose a youth you know came to you for advice about post-high school options. What would you recommend?
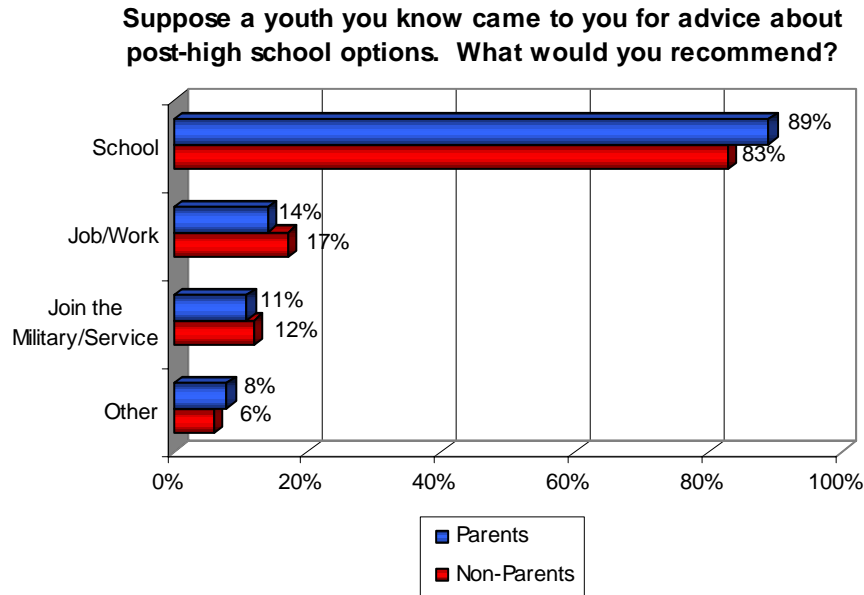
Likelihood to Recommend Various Post-High School Options

Adults were next asked to rate their likelihood of recommending a list of specific post-high school options. The results from this poll followed the same trend as the three previous adult polls: adults were more likely to recommend education (4-year college or trade, technical, and community college) than they were to recommend military service. Sixty percent of adults reported being likely/very likely to recommend military service to a youth they know, a decrease from the high of 66% measured one year ago.

Overall likelihood to recommend military service
(Both parents and non-parents of youth age 12 to 21 - % Likely or Very Likely):
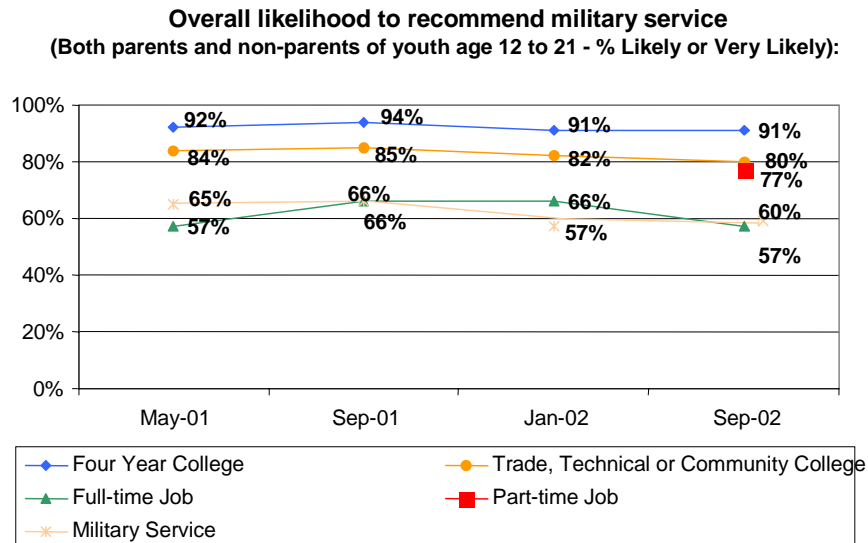
PARENT AND NON-PARENT RECOMMENDATIONS

Non-Parents of Youth Age 12 to 21

Ninety-two percent of non-parents were likely to recommend attending a four-year college/university to a youth they know. Eighty-five percent of non-parents were also likely to recommend attending a trade, technical, or community college, while 75% were likely to recommend getting a part-time job. In contrast, only about half of non-parents report they were likely to recommend joining a military service (60%) or getting a full-time job (58%).

Suppose a youth you know came to you for advice about post-high school options. Likelihood you would recommend:

Option	Very Unlikely	Unlikely	Neither	Likely	Very Likely
Attend four-year college or university	3%	2%	1%	30%	62%
Attend trade, technical, vocational, or community college	2%	7%	5%	47%	38%
Get part-time job	5%	15%	4%	43%	32%
Get full-time job	11%	23%	6%	30%	28%
Join a military service	12%	19%	9%	36%	24%
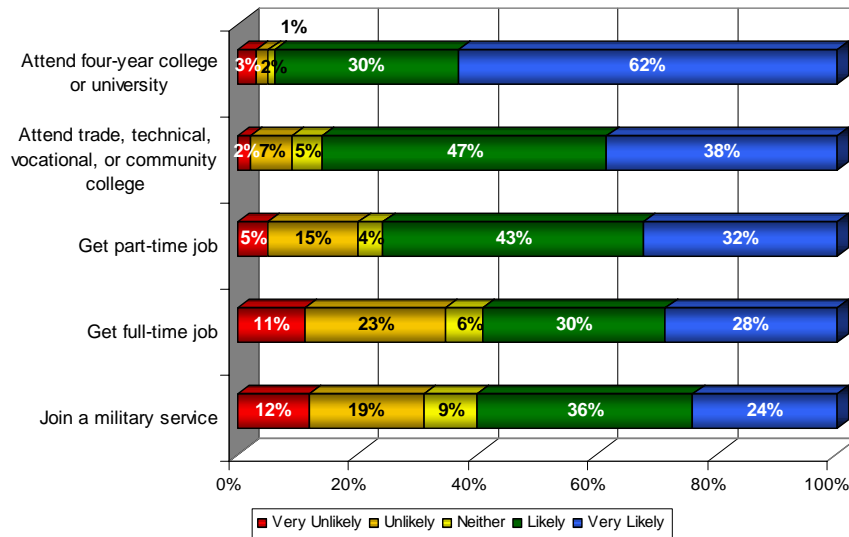
Parents of Youth Age 12 to 21

While parents were also most likely to recommend attending a four-year college or university to their youngest child (87% very likely or likely), 83% would recommend getting a part-time job. A smaller proportion would recommend attending a trade, technical, or community college to their youngest child (70%). Fifty-three percent of parents would recommend getting a full-time job and only 40% would recommend military service.

Suppose your youngest child came to you for advice about post-high school options. Likelihood you would recommend:

Option	Very Unlikely	Unlikely	Neither	Likely	Very Likely
Attend a four-year college or university	4%		7%	20%	67%
Get a part-time job	6%	8%	3%	39%	44%
Attend trade, technical, vocational, or community college	8%	18%	5%	36%	34%
Get a full-time job	19%	25%	2%	23%	30%
Join a military service	27%	24%	8%	25%	15%

9
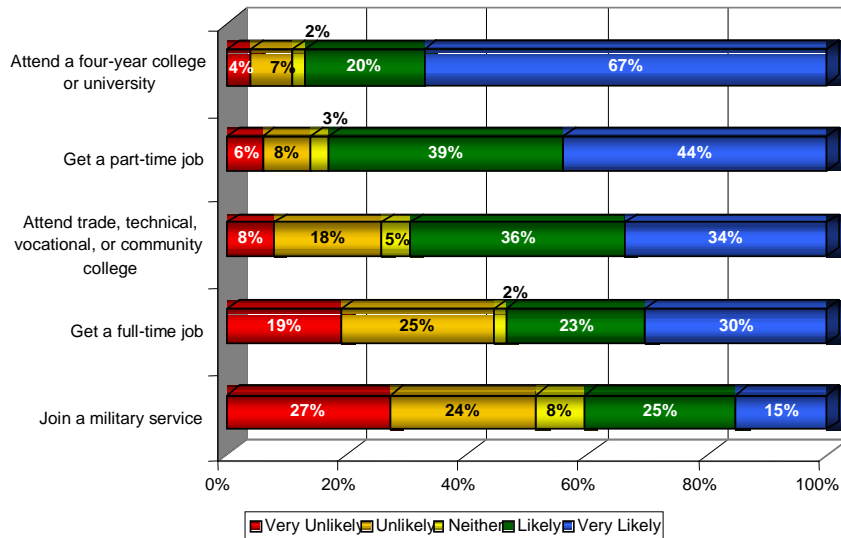
Reluctant Parents

While both parents and non-parents were likely to recommend attending a four-year college, there was a 20-percentage point gap between the two groups in recommending military service. The results demonstrate the reluctance of parents to recommend military service to their own children: only 40% would recommend military service, compared to 60% of non-parents.

Likelihood you would recommend military service
(% Likely and Very Likely)
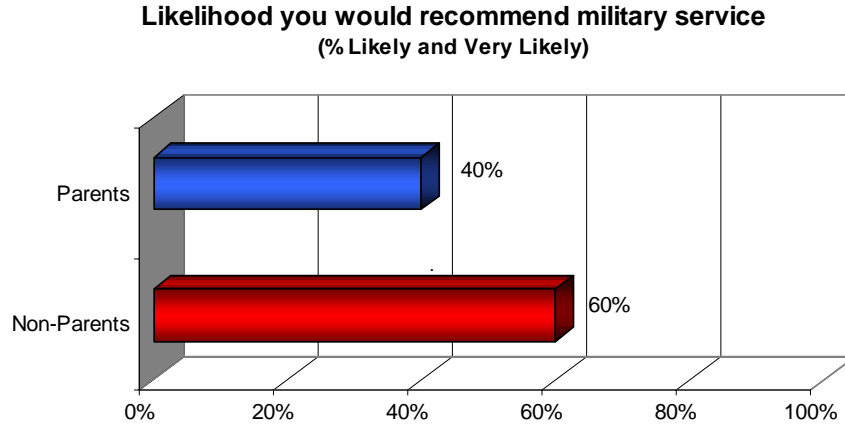
Likelihood to Recommend Specific Military Options

The gap between parents and non-parents was also apparent in their likelihood to recommend each of the Services or components. The likelihood of non-parents to recommend a specific military Service or component ranged from 50% (Marine Corps and Coast Guard) to 60% (Reserves). The proportion of parents likely to recommend a military Service or component to their children, however, was significantly lower, ranging from 25% (Marine Corps) to 39% (Reserves). It is interesting to note that, for both groups of adults, the Air Force and Reserves were the most likely to be recommended, while the Marine Corps was the least likely.

Likelihood you would recommend military options:
Active Duty, Reserves, National Guard
(% Likely and Very Likely)
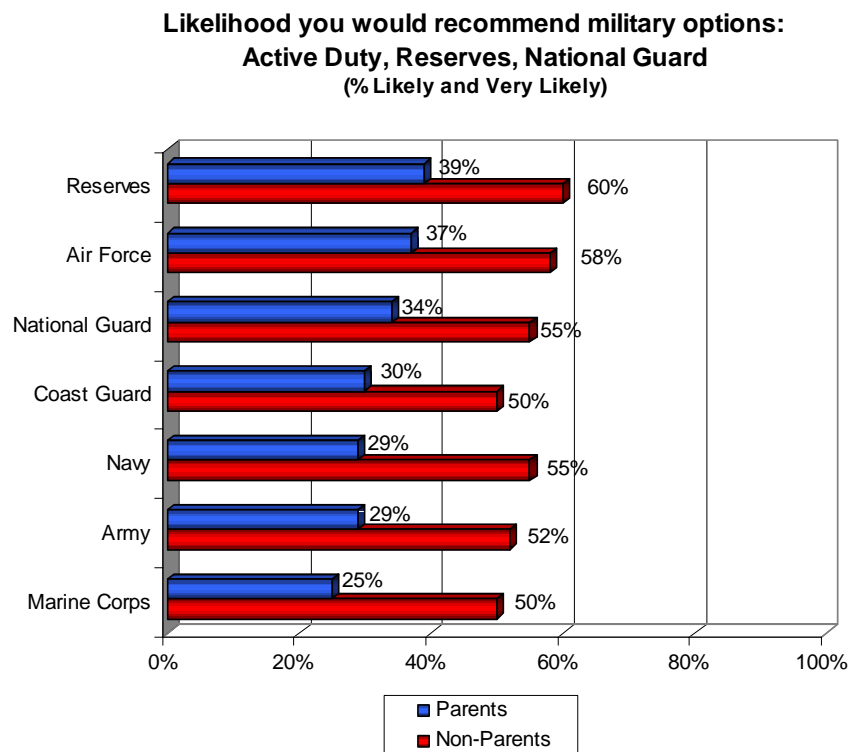
Recommending Military to Youth After Earning 4-year degree

In general, adults were less likely to recommend military service as an option to youth who have just earned their college degree than they were to recommend military service to a youth who just finished high school. The pattern of the reluctant parent holds true for college graduates (i.e., parents were less likely to recommend military service than non-parents).

Suppose (a child you know/your child) just earned his/her 4-year college degree. Likelihood you would recommend the military:
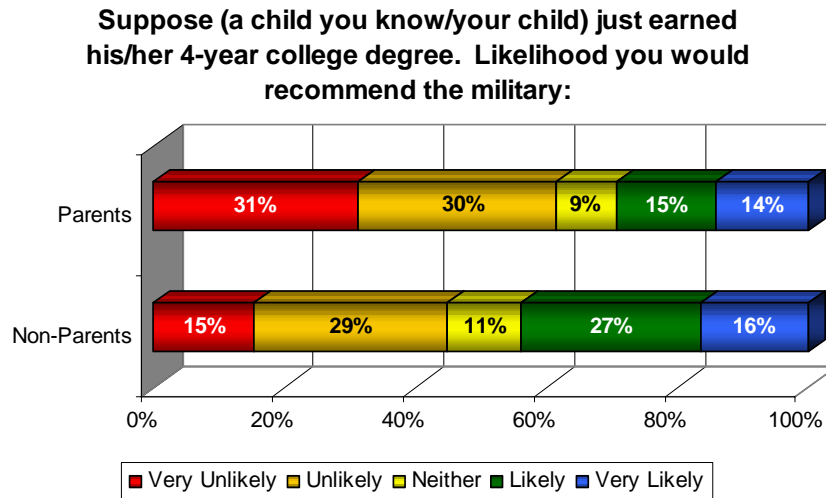
Non-parents were less likely to recommend military service as a post-college option (43%) than as a post-high school option (60%). Parents were even less likely to recommend military service to their children after they have graduated from a college or university. Less than a third of parents (29%) were likely to recommend military service to a child who just earned their college degree, compared to the 40% who were likely to recommend military service as a post-high school option.

Former Members of the Military

Fifteen percent of adults indicated that they are now or have been a member of the military. Results indicated that adults who previously served in the military were more likely to recommend service. Seventy-four percent of non-parents who are or have served in the military reported they were likely to recommend military service. The level dropped a little among parents, but they were also more likely to recommend military service (54%) than parents with no military background were.

Likelihood you would recommend military service: Have you ever been a member of the armed forces? (Non-Parents)
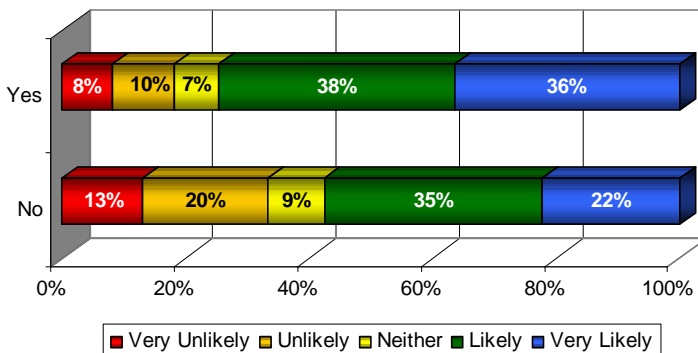
Likelihood you would recommend military service: Have you ever been a member of the armed forces? (Parents)
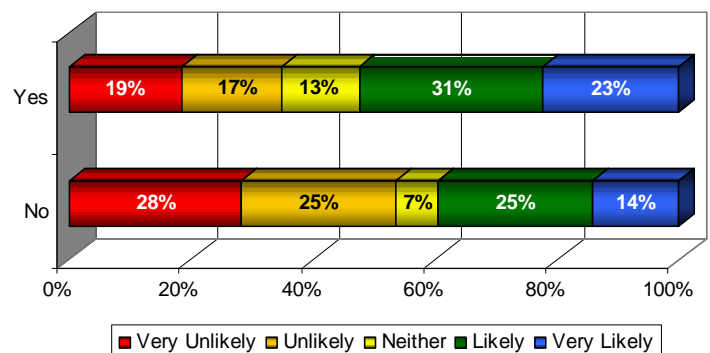
LIKELIHOOD TO RECOMMEND – SUMMARY

Based on the results of the September 2002 Adult Poll, military service is not on the minds of most adults. Only about one out of nine adults mention military service as a post-high school option that they would recommend to youth. More adults mention attending school or getting a part-time job than joining the military.

When asked to rate the likelihood that they would recommend a list of <u>specific</u> post-high school options, military service is among the lowest rated options. Adults are more likely to recommend attending a four-year school, attending a trade school or community college, or getting a part-time job. Parents are even less likely than other adults to recommend military service – 60% of non-parents said they were likely to recommend the military to youth they know, while only 40% of parents said they would recommend military service to their own children. Similarly, although parents and non-parents are both less likely to recommend military service to a youth after earning their college degree than to a youth just graduating from high school, parents are much less likely to consider military service as an option for their child after college than are non-parents.

Former military members are more likely to recommend military service than adults with no military service. This is true regardless of whether the former military members are making recommendations to their own child or to a youth that they know.

The overall likelihood of recommending military service (both parents and non-parents) decreased from 66% in September 2001 to 57% in January 2002 and 60% in September 2002. The results suggest the U.S. military has not been able to effectively hold on to the positive sentiment observed after September 11th and translate this sentiment into increased levels of military recommendations.

SECTION III. ADULT ATTITUDES TOWARD THE MILITARY

This section answers our second research question by providing greater understanding of adults' attitudes regarding the military. The September 2002 Adult Poll contained survey items covering the following topics:

- Favorability toward the military
- Knowledge and impressions of the military
- Advice given regarding youth's post-high school options
- Sources of military impressions
- Sources of military information
- Perceptions of recruiters, current events, and economic indicators

As described in the research approach, these topics are expected to affect the primary measure of the Adult Poll, the likelihood of adults to recommend the military to youth.

HIGHLIGHTS

- *Favorability and Knowledge* – Favorability and knowledge of the military decreased since January 2002. However, the results demonstrated a link between the two factors, suggesting that DoD could increase the favorability Americans have toward the military through activities that increase their knowledge of the military.
- *Advice About/Support for the Military* – Adults were more likely to give advice regarding the military to their sons and to people outside of their family than to other family members. With the exception of sons (a majority of whom received both positive and negative advice) the majority of family and non-family members received positive advice regarding the military.
- *Sources of Military Impressions* – Over two-thirds of adults got a majority of their military impressions through the media. One-third received a majority of their impressions from family and a little over a quarter received their impression from friends/acquaintances. Sources of impressions – reading materials, television shows, friends and family – differentially affected adults' impressions of the military. Ninety-four percent of the people identified as sources of military impressions had served in the military.
- *Sources of Military Information* – Adults believed the ideal way to obtain information on military life and the benefits offered by the military was to go to other people (recruiters, military personnel, friends, family, etc).. Of the non-personal methods for obtaining information, adults selected the Internet as the primary source of information over printed word and television.
- *Recruiters* – Sixty percent of adults believed that recruiters care about the well being of the youth interested in military service. However, 46% of those surveyed believed that recruiters use high pressure sales tactics, 30% did not think that recruiters present a truthful picture of military service, and 38% believed that people often do not get the benefits promised by recruiters.
- *Economic Indicators* – Approximately three-quarters of adults believed it was difficult for a high-school graduate to find full-time work in their community, and almost half believed that people were equally like to find a good-paying job in the military and civilian sector. Seventy-nine percent of the people believed that the economy would be about the same or better four years from now, while 19% believed it would be worse.

FAVORABILITY AND KNOWLEDGE

Favorability

When asked to rate the U.S. military and its branches on a 10-point scale (1-very unfavorable…
10-very favorable), most adults rated the U.S. military favorably (66% giving a rating of 8 or
higher). Only 3% rated the U.S. military unfavorably (rating of 3 or less). Of the military
branches and reserve components, the Air Force received the highest proportion of favorable
ratings (72%), while the Reserves had the lowest (55%).

Favorability of the Military
(1-Very Unfavorable...10-Very Favorable)

	1-3	4-7	8-10
U.S. MilitaryOverall	3%	30%	66%
Air Force	2%	25%	72%
Army	6%	38%	56%
Coast Guard	4%	38%	57%
Marine Corps	7%	30%	63%
Navy	4%	33%	62%
Reserves	4%	38%	55%
National Guard	4%	38%	57%
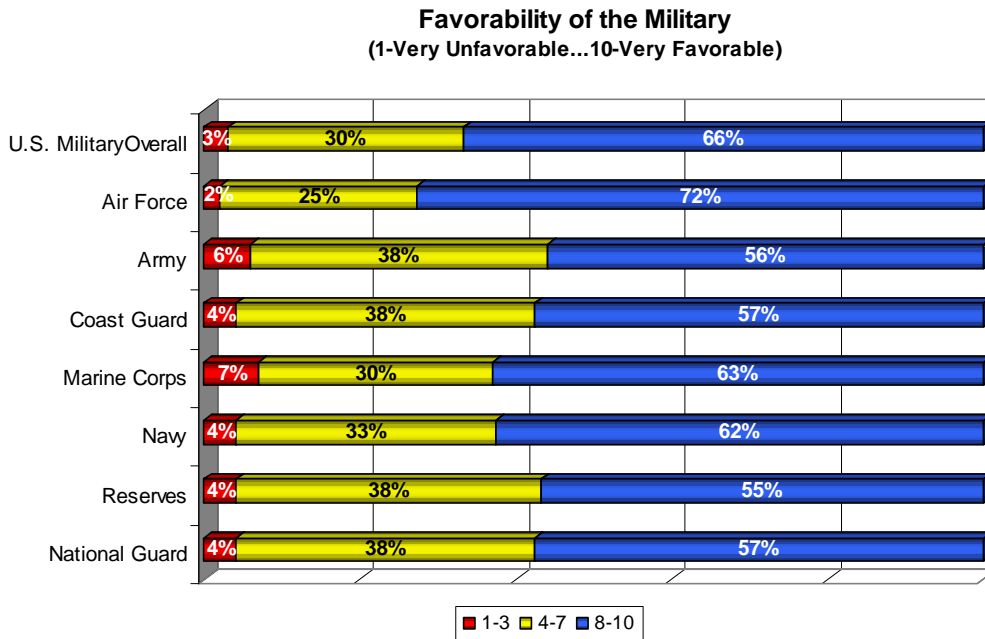
Average favorability ratings for the U.S. military overall, its branches and its components
declined from January 2002 (from 8.6 in January 2002 to 7.9 in September 2002). Ratings for the
Marine Corps showed a sharp decline (8.7 to 7.6). The Air Force continued to have the highest
rating across all measurements (8.1), while the Army had the lowest (7.4).

Favorability of the Military
(1-Very Unfavorable...10-Very Favorable)

	Sep-01	Jan-02	Sep-02
Military Overall	8.5	8.6	7.9
Air Force	8.8	8.8	8.1
Army	8.0	8.4	7.4
Coast Guard	8.3	8.4	7.5
Marine Corps	8.5	8.7	7.6
Navy	8.4	8.6	7.8
Reserves	8.2	8.4	7.5
National Guard	8.2	8.4	7.6

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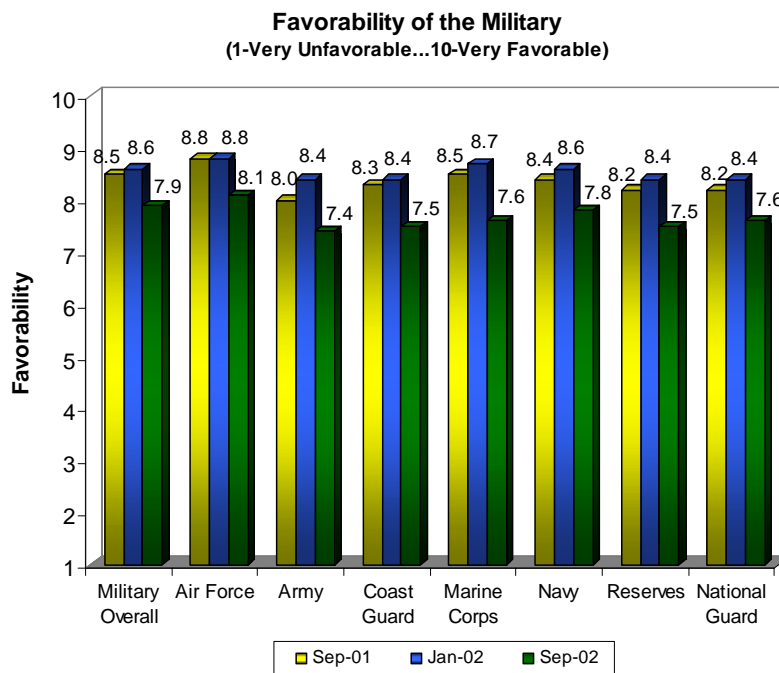
Knowledge

When asked to rate their knowledge of the U.S. military on a 10-point scale (1-Not at all knowledgeable…10-Extremely knowledgeable), 29% of those surveyed rated their knowledge as an eight or higher. Fifteen percent rated their knowledge of the U.S. military as a three or lower. The middle group – those rating their knowledge between four and seven – made up the majority of adults (56%).

**How Knowledgeable are you about the U.S. Military?
(1-Not at all Knowledgeable . . . 10- Exremely Knowledgeable)**

Rating	Percent
10- Extremely Knowledgeable	9%
9	5%
8	15%
7	15%
6	13%
5	21%
4	7%
3	6%
2	3%
1- Not at all Knowledgeable	6%
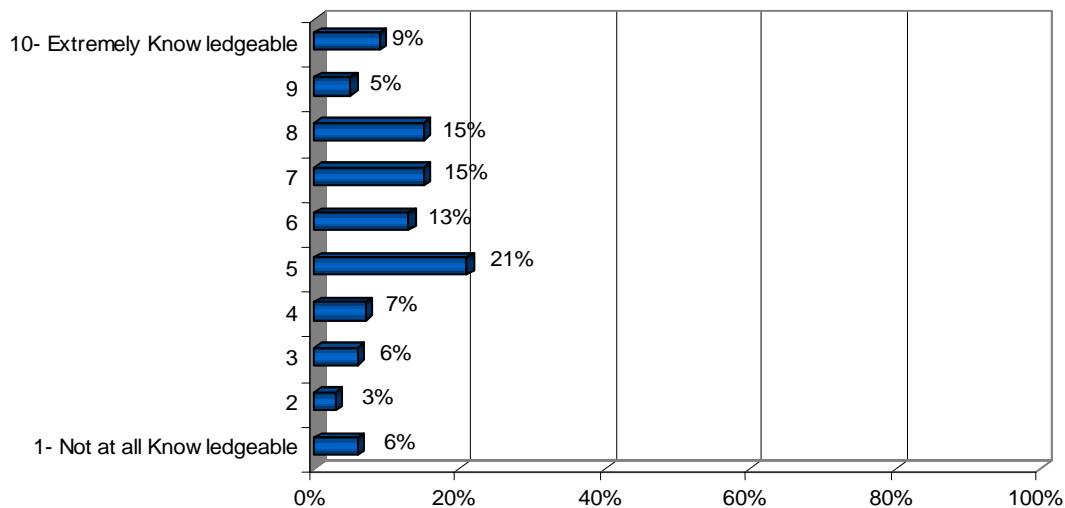
Knowledge of the military declined slightly since January 2002 from an average rating of 6.3 to 6.0 in September 2002. This declining trend was consistent with the decrease in favorability as well as the decrease in the likelihood to recommend military service to youth.

**Knowledge of the Military Overall
(1- Not at all Knowledgeable . . . 10- Extremely Knowledgeable)**

Sep-02	6.0
Jan-02	6.3
Sep-01	6.3
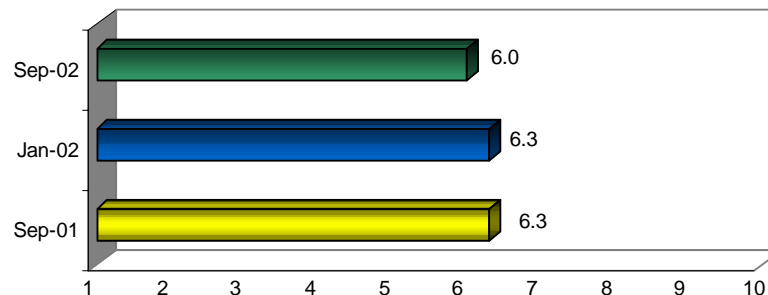
Relationship between Knowledge and Favorability
The table below shows that favorability of the military increased as knowledge of the military increased. This suggests that it may be possible to increase favorability toward the military by increasing knowledge of the military. Of course, the alternative explanation that adults that are favorable toward the military seek out and retain more information about the military is also possible.

Percent	Mean Favorability Rating
(10) - Extremely Knowledgeable – 9%	8.7
(9) -- 5%	8.1
(8) – 15%	8.8
(7) – 15%	8.0
(6) – 13%	7.8
(5) – 21%	7.8
(4) – 7%	7.1
(3) – 6%	6.8
(2) – 3%	7.4
(1) - Not at all Knowledgeable -- 6%	7.3
Average	**7.9**

*Note: Correlation coefficient = 0.246, significant at the 0.01 level.

ADVICE ABOUT/SUPPORT FOR THE MILITARY

To better understand the recommendations adults provide to youth, adults were asked about the relationships they have with youth. Among relatives, adults were most likely to have a niece or nephew (53%) between the ages of 12 and 21. Fewer than one in five adults had a son (17%), daughter (15%) or brother or sister (12%) between the ages of 12 and 21. Approximately seven out of ten adults were acquainted with a student (72%), friend (70%), and/or someone else (69%) who was not a family member between the ages of 12 and 21.

Do you have a (blank) between the ages of 12 and 21? Are you acquainted with a (blank) between the ages of 12 and 21?

Relationship	Percent
Student who is not a family member	72%
Friend who is not a family member	70%
Someone else who is not a family member	69%
Niece or Nephew	53%
Some other family member	52%
Cousin	37%
Grandchild	19%
Son	17%
Daughter	15%
Brother or Sister	12%
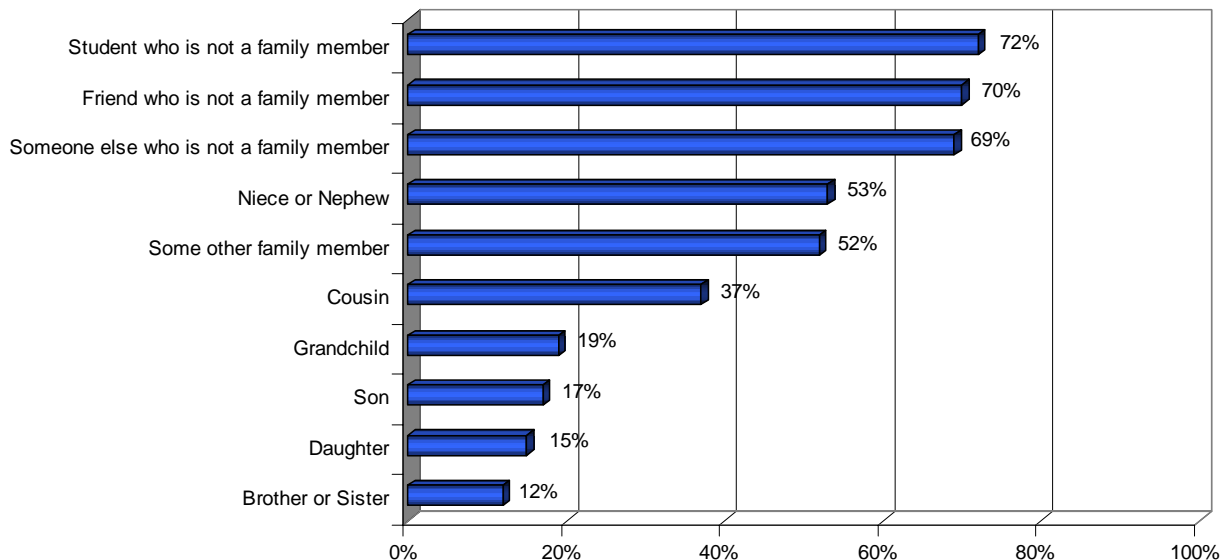
Adults are giving a great deal of advice to young people (ages 12-21) about their options after high school. More than three in four parents gave advice to their sons (80%) and daughters (77%) about various post-high school options, and about one in three adults gave advice to their cousins or other family members. Similarly, more than four in ten gave advice to non-family members, such as friends (46%) or students (42%) about post-high school options[2].

Have you given advice in the last year to (blank) who is between the ages of 12 and 21 about post-high school options?

Category	Percentage
Son	80%
Daughter	77%
Brother or Sister	59%
Grandchild	58%
Niece or Nephew	46%
Friend who is not a family member	46%
Student who is not a family member	42%
Some other family member	35%
Someone else who is not a family member	34%
Cousin	31%
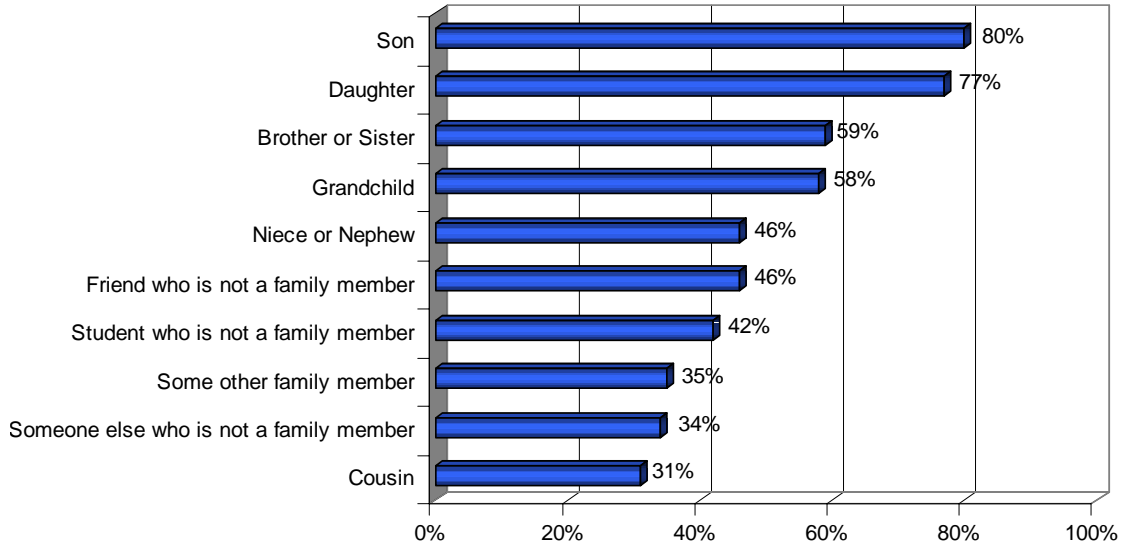
The nature of this advice depends on who is receiving the advice. For example, of the adults who gave advice to their sons, 69% said they gave advice about the military, while only 38% of those who gave advice to their daughters said some of the advice was about the military.

Was any of the advice that you gave about the military?

Category	Percentage
Son	69%
Someone else who is not a family member	58%
Friend who is not a family member	55%
Student who is not a family member	50%
Niece or Nephew	49%
Some other family member	45%
Brother or Sister	44%
Grandchild	41%
Cousin	41%
Daughter	38%

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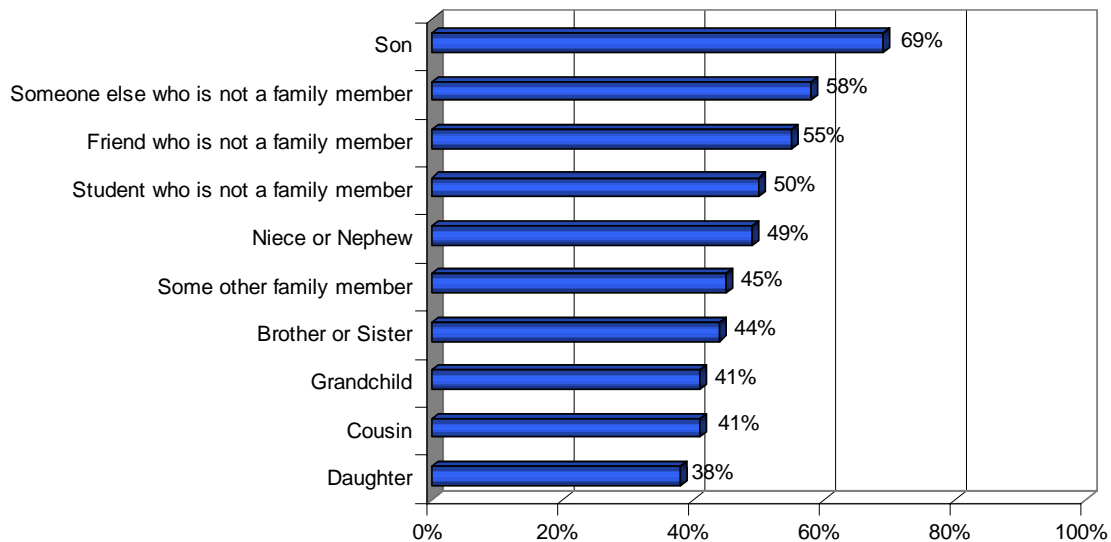
[2] Proportions are based on the subset of adults who reported that they have or are acquainted with different classifications of youth.

When asked about the nature of their advice, the majority of adults report that the advice they give about the military is positive. This was found to be particularly true when adults gave advice to someone outside of their immediate family. On the other hand, sons tended to receive a more balanced view of the military: 52% of those that gave military advice to their son said it was both positive and negative. As expected, daughters were the most likely to receive negative advice (13%). With the exception of daughters, only about 1 in 20 reported that they gave negative advice about the military.

Was the advice about the military positive, negative, or both?

Relationship	Negative	Both	Positive
Grandchild	3%	21%	76%
Niece or Nephew	3%	26%	71%
Cousin	5%	34%	61%
Daughter	13%	29%	57%
Brother or Sister	4%	42%	53%
Son	3%	52%	45%
Some other family member	6%	20%	74%
Friend who is not a family member	3%	33%	63%
Student who is not a family member	4%	35%	61%
Someone else who is not a family member	4%	34%	62%

Legend: ■ Negative ☐ Both ■ Positive
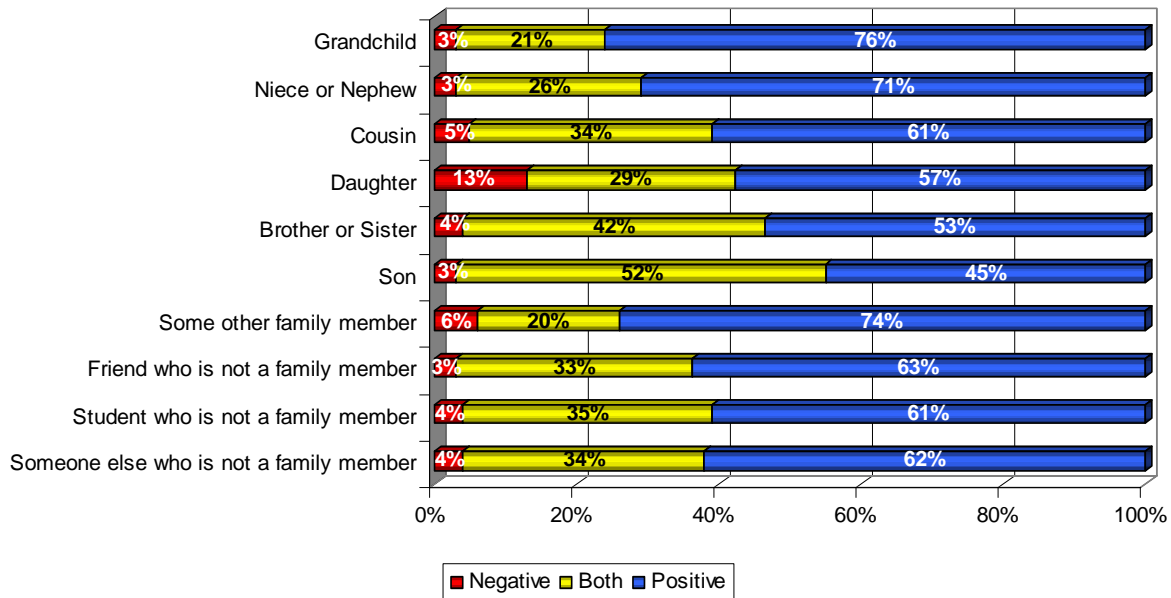
SOURCES OF MILITARY IMPRESSIONS

Adults were asked to identify sources of their military impressions (e.g., friends, family, media, etc). and then asked to assess the effect that these sources had on their view of the military. The results indicate that people create a more positive impression of the military than do the media outlets.

Over two-thirds of adults (69%) got their impressions of the military from the media (television, newspapers, radio, Internet, etc)., 35% got impressions from family members, and 28% said friends and acquaintances influenced their impression of the military.

Where do you get the majority of your impressions about the military?

Source	Percentage
Media	69%
Family	35%
Friends/Acquaintances	28%
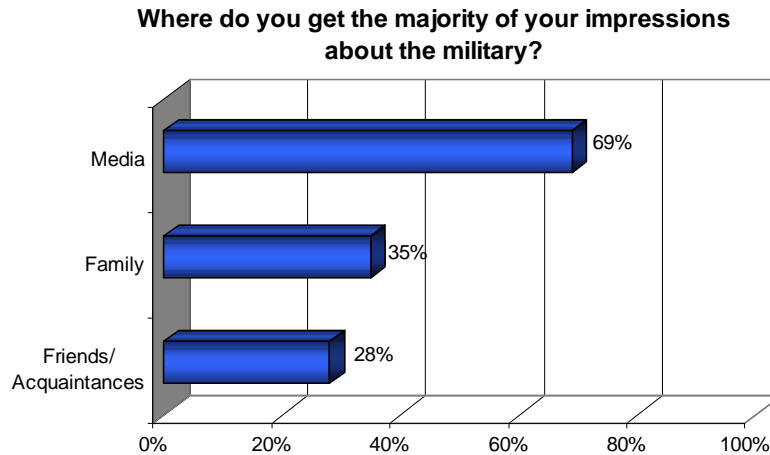
Media
Media outlets are more common sources of impressions about the military than families or friends. Specifically, television (52%) and reading materials (42%) (i.e., newspapers and magazines) were the most common sources of impressions of the military. In contrast, military advertising was not found to be a major factor in adults' impressions of the military, with only 3% of adults reporting that advertising and commercials were a main source of their perceptions.

Where do you get the majority of your impressions about the military (media)?

Source	Percentage
Television	52%
Things you've read	42%
Radio/music	4%
Internet	4%
Advertising/Commercials	3%
Movies	1%
Other media	1%

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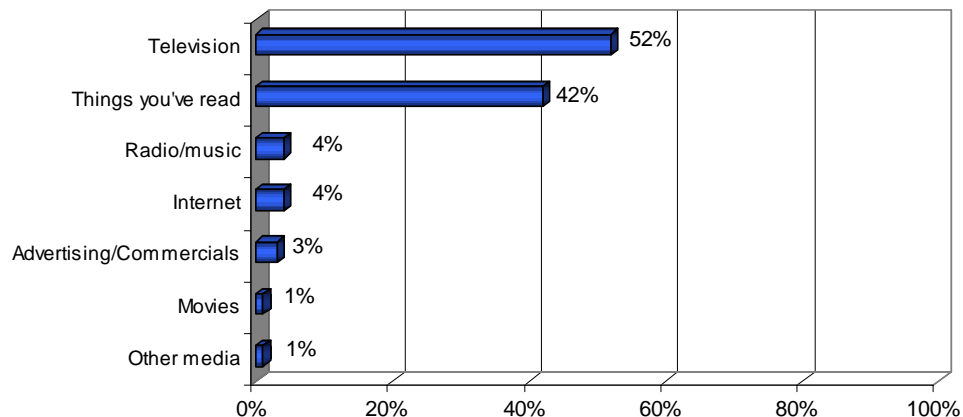
Reading Materials

Among those adults that reported receiving a majority of their impressions from reading material, newspapers were the most common source, cited by 81% of adults. More than one-third (41%) said that they read things in magazines that gave them impressions about the military. Just 2% said they read advertisements that fueled their impressions.

Of these reading materials, 57% of adults indicated that newspapers had the greatest effect on their impression of the military, followed by 18% for magazines, 8% for non-fiction books, 2% for fiction books, 2% for online articles, and 5% other.[3]

Reading Materials (n=495)	What reading materials have given you impressions of the military?	Which <u>one</u> reading material had the greatest effect on your impressions?
Newspapers	81%	57%
Magazines	41%	18%
Books (non-fiction)	16%	8%
Books (fiction)	6%	2%
Online Articles	6%	2%
Advertisements	2%	1%
Other	3%	5%

Adults indicated that reading materials generally gave them both positive and negative impressions of the military. Overall, 37% of adults said reading materials gave a positive impression of the military, while 55% said reading materials gave both positive and negative impressions (i.e., neutral), and 7% said reading materials gave a negative impression. Across the reading materials, there were no meaningful differences in the effect of the impressions created.[4]

Do these reading materials give you a positive, negative, or neutral impression of the military?

Books (Non-Fiction) (n=42)	1% 3%	56%	37%	3%
Books (Fiction) (n=9)		60%	34%	6%
Newspapers (n=282)	7%	54%	32%	6%
Online/Internet Articles (n=8)		66%	34%	
Magazines (n=90)	6%	60%	27%	6%
Other (n=29)	14%	48%	31%	5%

Legend:
- Completely Negative
- Mostly Negative
- Both Positive and Negative (Neutral)
- Mostly Positive
- Completely Positive

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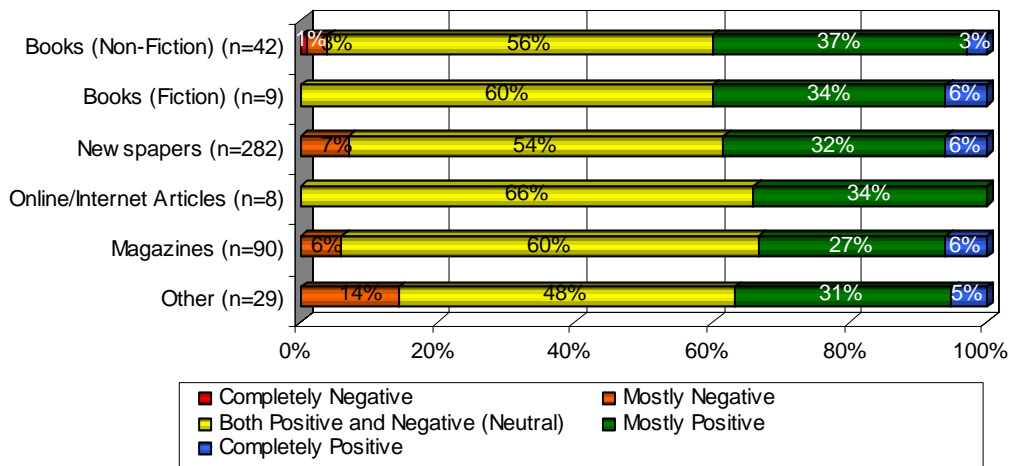
[3] Other includes such things as television, general articles, and pamphlets/brochures

[4] A between-groups ANOVA was conducted with impressions of military as the dependent variable and no significant differences were found in the impression ratings by reading material, $F(5,450)=0.167, p>.05$.

Television Sources

The most common television sources of military impressions were network news programs (49%) and cable news channels such as CNN, MSNBC, Fox News Channel, etc. (39%). These two common television sources also had the greatest effect on impressions of the military. Approximately one-third of adults said that the network news (34%) and cable news channels (29%) had the most impact. Conversely, relatively few adults said that JAG (1%), talk shows (1%) or TV advertisements (4%) influenced their impressions of the military.[5]

Television Sources (n=632)	What on TV have given you impressions of the military?	Which one TV show has had the greatest effect on your impressions?
Network News	49%	34%
Cable News Channels	39%	29%
News Journal Shows	15%	8%
Documentaries	14%	10%
TV Advertisements	7%	4%
Talk Shows	3%	1%
JAG	2%	1%
Other	6%	7%

As is the case with reading materials, television generally gave both positive and negative impressions of the military. Overall, 47% of adults said television gave a positive impression of the military (compared to 37% for reading materials), while 47% said television gave both positive and negative impressions, and 8% said television gave negative impressions. Looking at specific programs, the television show JAG (100% completely or mostly positive) and TV

Do these television shows give you a positive, negative, or neutral impression of the military?

Show	Completely Negative	Mostly Negative	Both Positive and Negative (Neutral)	Mostly Positive	Completely Positive
JAG (n=9)				84%	16%
TV Advertisements (n=23)	4%	6%		79%	11%
Documentaries (n=65)	2%		38%	49%	7%
Talk Shows (n=7)			47%	44%	9%
Cable News Channels (n=184)	2%	4%	48%	36%	7%
Network News (n=215)	1%	9%	50%	31%	9%
News Journal Shows (n=53)	1%	13%	53%	27%	5%
Other (n=47)	3%		46%	32%	19%

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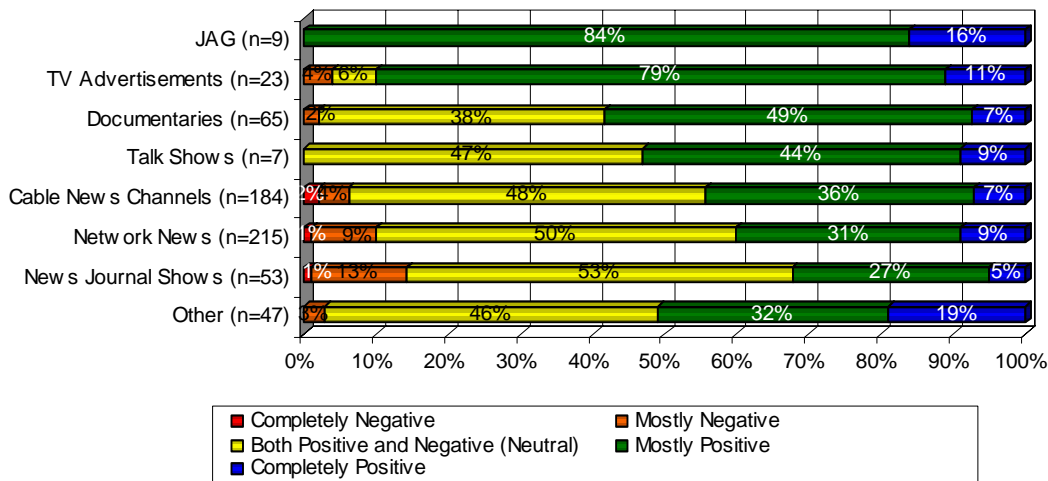
[5] Other includes shows such as M*A*S*H, Band of Brothers, Reality TV shows, and general movies.

advertisements (92%) gave the most positive impressions of the military, while news shows, both cable (43%) and network (40%), gave the least favorable impressions.[6]

Movie Sources

Only nine adults said a majority of their impressions of the military came from movies, and no movie was mentioned by more than one person. Some of the movies mentioned were:

- *We Were Soldiers*
- *A Few Good Men*
- *G.I. Jane*
- *Full Metal Jacket*

Friends, Family and Acquaintances

While adults received most of their impressions of the military from the media, personal interaction (i.e., family members, friends, and acquaintances) may have played a more significant role in shaping people's impressions of the military. Thirty-five percent of the adults indicated that they received the majority of their military impressions from family, and more than a quarter (28%) indicated that they got their impressions from friends and acquaintances.

When asked who had the greatest effect on their impression of the military, 59% of the adults chose a family member. Friends of the same generation were mentioned by the largest proportion of adults as the individual who had the greatest effect on their impression (18%). Brothers were chosen by the second largest proportion of adults as the person who had the greatest effect on their impressions (13%).

Which one person has had the greatest effect on your impressions of the military?

Category	Percent
Friend-Same Generation	18%
Brother(s)	13%
Father	10%
Spouse	10%
Friend- Younger Generation	6%
Friend- Older Generation	6%
Uncle(s)	6%
Son(s)	5%
Other Relative	16%
Other Person	8%

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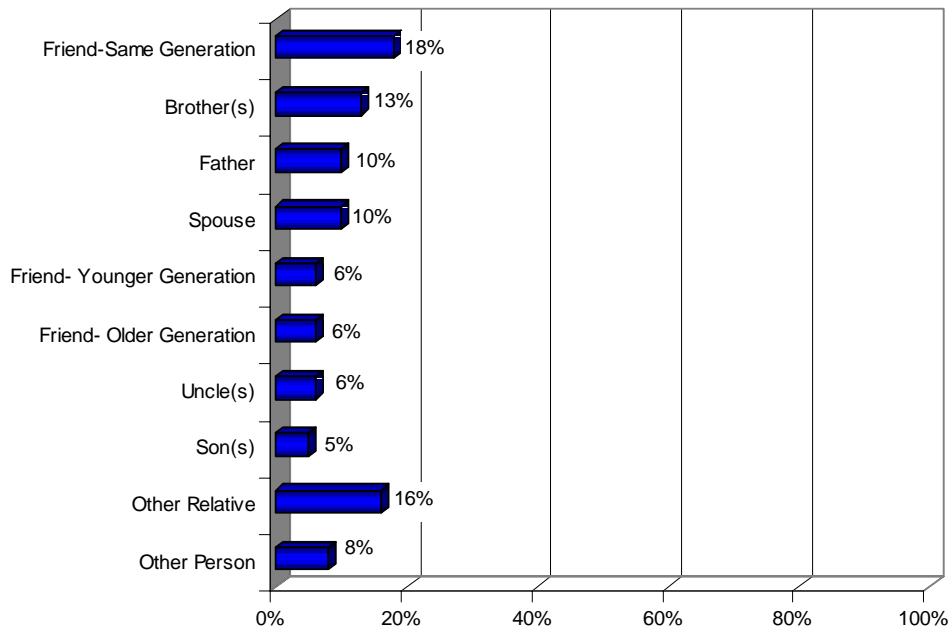
[6] A between-groups ANOVA was conducted with impression of military as the dependent variable and significant differences were found by television show, $F(7,586)=4.746$, $p<.05$.

Ninety-four percent of the people who had the greatest effect on adults' impressions of the military were or had been in the military. Of this subset, 64% of these adults got a positive impression of the military from friends/family/acquaintances, 29% got both positive and negative impressions, and 11% got a negative impression of the military. Friends of a younger generation (79%) and spouses (75%) had the most positive effects.[7]

Do these people give you a positive, negative, or neutral impression of the military?

SOURCES OF INFORMATION ABOUT THE MILITARY

Questions were also asked in the September 2002 Adult Poll about the sources adults would turn to today if they needed to find information about the U.S. military. The results show that when adults were asked how they would find information about military life or the benefits offered by the military, the Internet would be a primary resource. In contrast, when adults were asked what they felt would be the <u>ideal</u> way to get this same information, adults mentioned speaking with recruiters or other military personnel.

Life in the Military
Of the methods adults would use if they needed to obtain information about life in the military, the Internet was the primary method adults mentioned (33%). Speaking to military friends, family, co-workers and speaking to military personnel in general (31% each) were the second most frequently mentioned methods. However, when asked for the ideal ways to obtain this same information, adults greatly preferred personal contact over the Internet: speaking to military personnel-general (44%) and asking a recruiter (31%) were selected as the most ideal ways to obtain information, while only 15% indicated that the Internet was ideal.

Sources of Information About What Life is Like in the Military

Source	If you needed this information, how would you get that information?	Assuming you wanted this information, what are the ideal ways to get that information?
Internet	33%	15%
Speak to military personnel-general	31%	44%
Speak to military friends, family, co-workers	31%	14%
Ask a recruiter	24%	31%
Printed word	13%	15%
Contact military branch/officer	6%	7%
Television	4%	8%
My own experience	4%	2%
Through school	1%	2%

■ If you needed this information, how would you get that information?

■ Assuming you wanted this information, what are the ideal ways to get that information?

Benefits Offered by the Military

Asking a military recruiter was the primary method that adults mentioned when asked how they would obtain information about the benefits offered by the military to its members. Asking a military recruiter was also the most frequently mentioned method when adults were asked what they considered the ideal method to obtain this same information (45% would use/54% ideal). Of the individual methods for obtaining information about the benefits that the military offered its members, using the Internet to get the information was the second most selected method (38% would use/27% ideal).

Sources of Information About Benefits Offered by the Military

Legend:
- If you needed this information, how would you get that information?
- Assuming you wanted this information, what are the ideal ways to get that information?

Data values:
- Ask a recruiter: 45%, 54%
- Internet: 38%, 27%
- Speak to military friends, family, co-workers: 14%, 9%
- Contact military branch/officer: 14%, 13%
- Speak to military personnel-general: 11%, 17%
- Printed word: 7%, 11%
- Television: 2%, 3%
- My own experience: 2%
- Through school: 1%, 3%

Trustworthiness of Information Sources
On a five-point scale (1-don't trust at all…5-trust completely) adults were asked to rate the trust they had in the information they received about post-high school options from various sources. Four of the top five most trustworthy sources of information were people: (family members-4.1 average rating; teachers, guidance counselors, coaches-3.7; friends-3.7; military recruiters-3.5). The Internet ranked fifth with an average trustworthiness rating of 3.2. Fiction books (1.9) and movies (2.0) had the lowest ratings.

**How much do you trust the information you get from each person
or place on post-high school options?**
(1-Don't Trust At All…5-Trust Completely)

Source	Rating
Family members	4.1
Teachers, guidance counselors, coaches	3.7
Friends	3.7
Military recruiters	3.5
Internet	3.2
TV News	3.2
Newspaper articles	3.1
Non-fiction books	3.0
Magazine articles	3.0
Radio programs	2.8
Information received by mail	2.7
Advertisements in newspaper	2.7
Advertisements in magazines	2.6
TV commercials	2.5
Radio commercials	2.5
TV entertainment programs	2.2
Movies	2.0
Fiction books	1.9

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RECRUITERS

Adults were also asked for their opinion on military recruiters. Fifty-eight percent of adults had previously spoken to a recruiter. Sixty percent agreed that recruiters care about the well being of people interested in military service and 62% believed recruiters give trustworthy information. However, 46% of adults believed that recruiters use high-pressure sales tactics, 30% did not believe that recruiters provide a truthful picture of the military service, and 38% believed that people often do not get the benefits promised by a recruiter.

Attitudes Concerning Recruiters

Item	Completely Disagree	Mostly Disagree	Neither	Mostly Agree	Completely Agree
Recruiters care about the well-being of people	4%	16%	18%	50%	10%
High pressure sales tactics are used	9%	24%	19%	33%	13%
People don't get the benefits promised	9%	29%	23%	30%	8%
The information is trustworthy	4%	15%	18%	52%	10%
Truthful picture of military service	5%	25%	17%	44%	9%

Results from the five survey items on recruiters were examined to identify how speaking with a recruiter affected adults' attitudes. Although the relative ordering of the items was the same, adults who had spoken with a recruiter tended to have a slightly more negative view of recruiters than did adults who had not spoken with a recruiter.[8]

**Attitudes Concerning Recruiters -
Have Talked to Recruiter vs. Have Not Talked to Recruiter
(% Mostly Agree or Completely Agree)**

Item	Have not talked to recruiter	Have talked to recruiter
The information is trustworthy	66%	59%
Recruiters care about the well-being of people	62%	58%
Truthful picture of military service	54%	51%
High pressure sales tactics are used	46%	46%
People don't get the benefits promised	37%	38%

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[8] Note: t-tests were conducted. Differences were found at the *p* .05 levels.

ECONOMIC INDICATORS

The September 2002 Adult Poll asked adults for their opinions on the economy and the local employment situation. Adults were asked for their opinions on how difficult it was for high school graduates to find full-time work in their community, the future of the economy, and pay differences between military and civilian jobs.

The results show that most adults (75%) believed it was at least somewhat difficult for high school graduates to find full-time work in their community.

How difficult is it for a high school graduate to get a full-time job in your community?
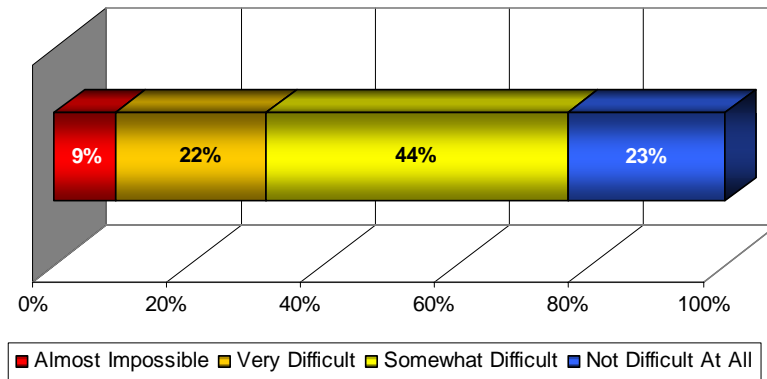
Adults were relatively positive about the future of the economy: 79% of adults believed that the economy would be about the same or better four years in the future, while 19% believed it would be worse.

When asked where individuals were more likely to have a good paying job, adults were split: 22% believed a good paying job was more likely to be found in the military, 27% indicated a civilian job, and 48% said a good paying job could be found equally in both.

Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both?

Four years from now, do you think the economy will be better than, worse than or about the same as it is today?

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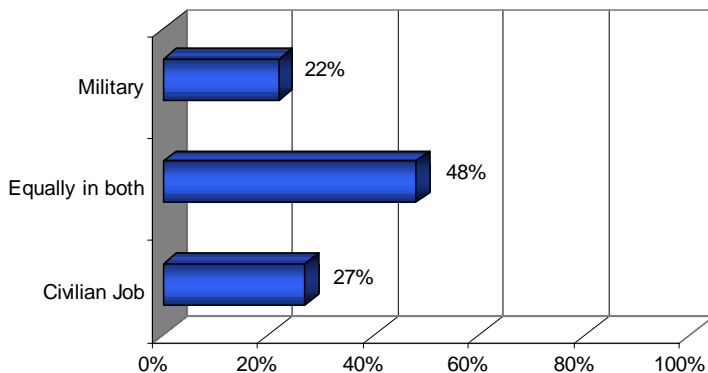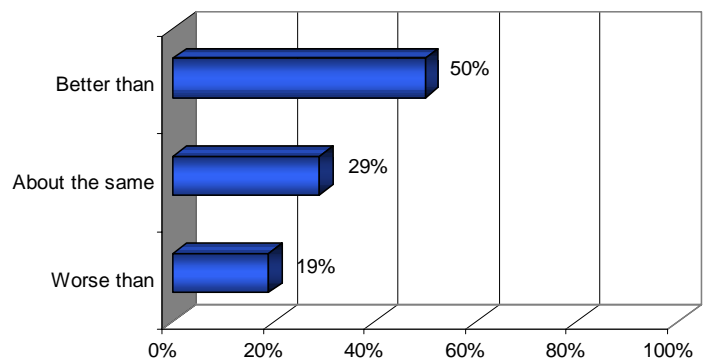
ADULT ATTITUDES – SUMMARY

This section of the report provides insight into the attitudes of adults toward the military, where and how they get their impressions and information, and their views on recruiters. It also covers adults' opinions on the job market in their community and the U.S. economy.

Overall, adults have a favorable view of and a moderate to low level of knowledge of the military. The overall levels of both knowledge and favorability have dropped slightly since January 2002. The results of the September 2002 Adult Poll demonstrate a possible link between favorability and knowledge; thus, activities that increase knowledge of the military may also increase the favorability adults have toward the military.

Adults frequently give advice to young people (ages 12-21) about their options after high school. Adults are more likely to give such advice to their sons and to youth outside of their family than to other family members about service in the military. A majority of sons receive both positive and negative advice regarding the military. The military advice given to non-family members and to relatives outside of the immediate family (nieces, nephews, cousins, and grandchildren) is more positive than the military advice given to brothers, sisters, sons, and daughters.

Over two-thirds of respondents got their impressions of the military from the media, primarily from what they read and saw on television. Of those who got a majority of their impressions from reading materials, 37% said the reading materials had a positive effect on their impressions of the military. Similarly, of those who selected television as a primary source of impressions, 47% said television had a positive effect. Of the adults who got a majority of their military impressions from family or friends, nearly two-thirds said these people had a positive effect on their impressions of the military. Interestingly, 94% of the people who were identified as primary sources of military impressions had served in the military.

The results also show that when adults need to find information about life in military or the benefits offered by the military today, the Internet is a primary resource. When asked for the most ideal way to obtain this same information, however, adults specify other sources. Specifically, adults mention that they would ideally receive this information by speaking with military personnel. One possible explanation for this may involve the level of trust that individuals place in different sources of information. Four of the top five most trustworthy sources of military information mentioned were people (family members, teachers/guidance counselors/coaches, friends, and military recruiters); the Internet ranked fifth.

A majority of adults agree that recruiters care about the well being of people interested in military service. However, one-third of adults believed that high-pressure sales tactics are used, that recruiters do not provide a truthful picture of military service, and that people often do not get the benefits promised by the recruiter.

Three-quarters of adults believed it would be difficult for a high-school graduate to find full-time work in their community. Seventy-nine percent of the people believed that the economy would be about the same or better four years in the future, while 19% believed it would be worse. Almost half of adults believed people could find a good paying job in either the military or civilian sector.

SECTION IV. THE LINK TO LIKELIHOOD TO RECOMMEND

This section answers the third research question by examining the factors that affect an adult's likelihood to recommend military service to youth. While the results of this Adult Poll show that adults generally have a favorable view of the military, it also shows that these favorable views do not necessarily translate into greater likelihood to recommend. Other factors such as current events, sources of military impressions, knowledge of the military, and demographics (e.g., race/ethnicity, education, income, etc). may also play a role in adults' decision whether or not to recommend military service.

The relationship among a set of these factors and likelihood to recommend military service was investigated using three methods:

1. Several poll questions directly asked adults how their likelihood to recommend military service is influenced by current events or informational sources. The results of these questions provide direct estimates on the perceived role of these factors on adults' likelihood to recommend military service.

2. Statistical analyses were conducted to determine the relationship between adult attitudes and likelihood to recommend military service (for parents and non-parents of youth). Scaled poll questions[9] that measure attitudes or opinions were identified and included in the analysis to determine the strength and nature of their relationship with likelihood to recommend military service.

3. The differences in the likelihood of adults to recommend military service among demographic segments were analyzed using cross-tabulations and analysis of variance.

HIGHLIGHTS

- Adults are generally split over the effect that the "War on Terrorism" has on their likelihood to recommend military service. However, in general, if U.S. troops are involved in combat, adults report that this will have a negative effect on their likelihood to recommend the military.
- Adults report that decreasing the required service time from four years to two years would increase their likelihood to recommend the military.
- The sources of adults' military impressions have an effect on adults' likelihood to recommend. Interpersonal sources have a more positive effect on adults' likelihood to recommend military service than do media outlets.
- A positive relationship exists between knowledge, favorability, and likelihood to recommend military service. Likelihood to recommend is strongly linked to adult's favorability toward the military. The results of the Adult Poll suggest that greater knowledge of the military may lead to increased favorability.
- Differences in likelihood to recommend military service are also observed between specific demographic groups (e.g., age, gender, race, income, education level, and employment).

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[9] Scaled questions must reasonably approximate continuity (e.g., 1-Completely Agree, 2-Mostly Agree, 3-Neither Agree nor Disagree, 4-Mostly Disagree, 5-Completely Agree). Effects coding was not conducted on categorical predictors and thus categorical predictors were not included in modeling (e.g., 1-Better than, 2-Worse than, 3-About the Same).

CURRENT EVENTS

The favorable attitude that adults have toward the military does not necessarily translate into a large proportion of adults being likely to recommend military service. As reported earlier, two-thirds of adults rated their favorability of the military as an "8" or higher on a 10-point scale. However, a much lower proportion would (60% non-parents and 40% parents) actually recommend military service. This lower proportion may be partly due to opinions on current events and issues such as the "War on Terrorism," the threat of U.S. military engagement in the next four years, and the level of service commitment that is associated with military service.

War on Terrorism and Decrease in Required Service
The results of the September 2002 Adult Poll show that the "War on Terrorism" has mixed effects on adults' likelihood to recommend military service: 48% said the "War on Terrorism" made them more likely to recommend military service, 12% said it did not change their likelihood, and 40% said it made them less likely to recommend the military.

When asked how they would react if required service was decreased from four years to two, the results show adults would overwhelmingly (67% more likely/10% no change/22% less likely) be more likely to recommend military service.

Do the following make you more or less likely to recommend military service?

	Less Likely	Doesn't change the likelihood	More Likely
"War on Terrorism"	40%	12%	47%
If required service was decreased from 4 years to 2 years	22%	10%	67%
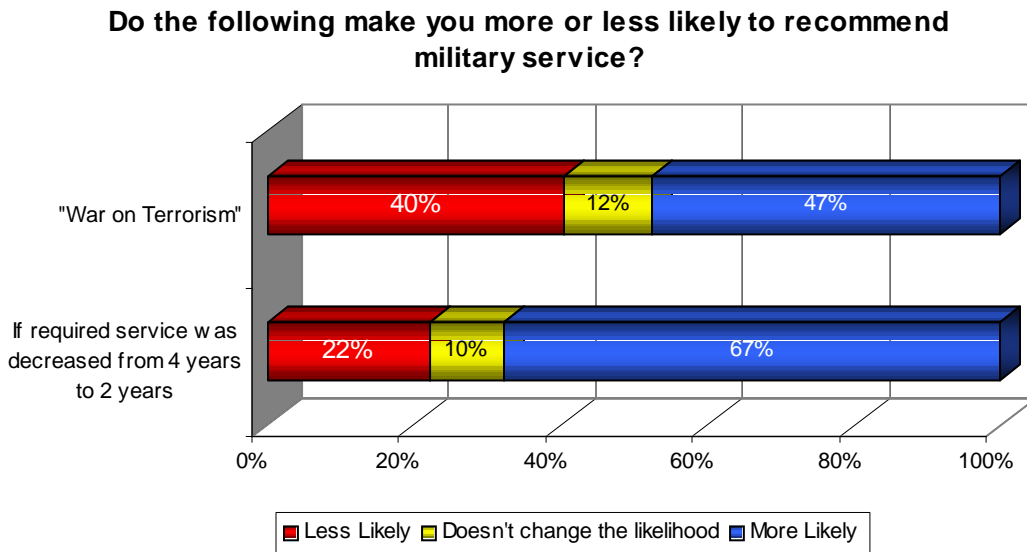
Likelihood that the US Will Engage in Battle in the Next 4 Years
Eight out of 10 adults (81%) believed that it was likely or very likely that the U.S. would have
the majority of its troops engaged in battle at some point in the next four years.

**How likely do you think it is that the US will have the majority of
its military troops engaged in battle in the next four years?**
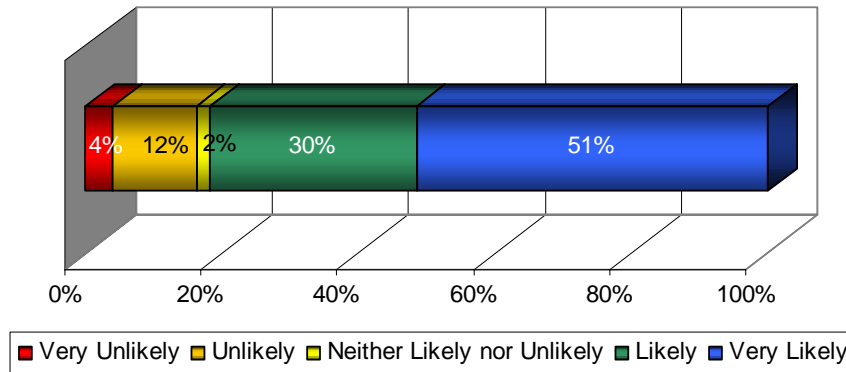
To examine the effect that the expected likelihood of battle had on the likelihood to recommend
military service, adults were divided into two groups: 1) Those who believed it was likely or
very likely that a majority of U.S. troops would engage in battle in the next four years and 2)
those who believed it was unlikely or very unlikely. The results indicate that adults are more
willing to recommend military service if they believe battle is unlikely. Of those who believed
the U.S. would engage in battle, half reported this made them less likely to recommend military
service (50%), while the half of those who believed that battle was unlikely were more likely to
recommend (50%).

**Does this make you more or less likely to recommend
military service?**
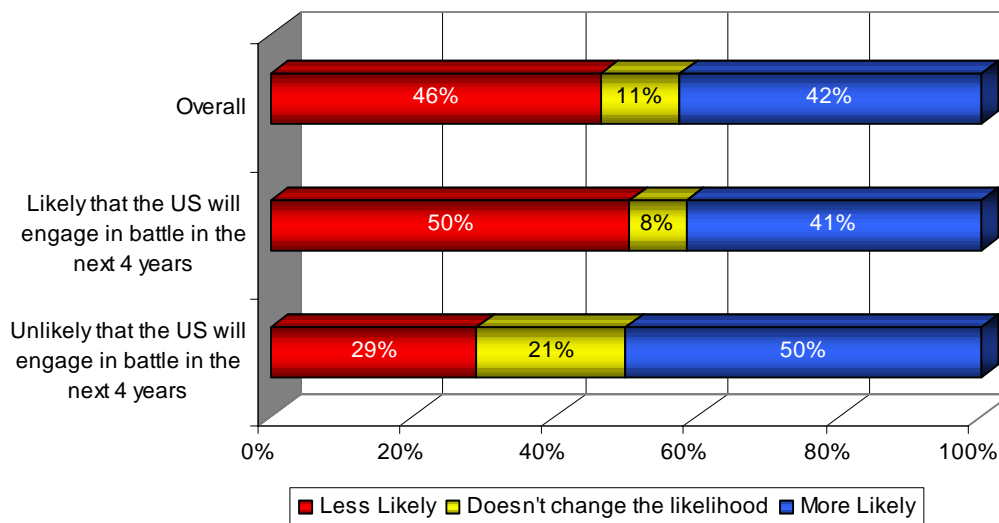
In contrast to the effect that the "War on Terrorism" has, the idea of general U.S. troop action has a strong adverse effect on adults' likelihood to recommend the military. The results suggest that a strong proportion of adults see the "War on Terrorism" as an exception to the general reaction they have when the idea of troop involvement or battle is broached.

The issue of decreasing required service time seems to have a positive effect on the likelihood to recommend military service, with two-thirds of adults indicating that they were more likely to recommend military service if the required service time was decreased.

SOURCES OF MILITARY IMPRESSIONS

Adults were also asked how their main sources of military impressions (friends, family, and media) affected their likelihood to recommend military service. The results of the September 2002 Adult Poll indicate that interpersonal sources such as friends, family, and acquaintances have a more positive effect on their likelihood to recommend military service than do media sources such as television, newspapers, and magazines.

People's Influence on the Likelihood to Recommend Military Service
Sixty-two percent of adults influenced by reading materials said their likelihood to recommending military service was positively affected by the impressions they received from people who had served in the military. On the other hand, 29% said these people had no effect, and only 8% indicated they had a negative effect. Of the adults who selected spouses or sons as their primary source of impressions, over 70% said they had a positive effect on their likelihood to recommend military service.[10]

Do these people have a positive effect, negative effect, or no effect on your likelihood to recommend military service?

Source	Negative Effect	No Effect	Positive Effect
Spouse (n=60)	8%	20%	71%
Son(s) (n=32)	10%	18%	72%
Father (n=64)	17%	18%	64%
Uncle (n=34)	2%	38%	60%
Brother (n=81)	8%	34%	57%
Friend- Older Generation (n=39)		44%	56%
Friend- Same Generation (n=113)	11%	36%	52%
Friend- Younger Generation (n=37)	3%	43%	44%
Other Person (n=47)	8%	16%	76%
Other Relative (n=96)	5%	24%	68%
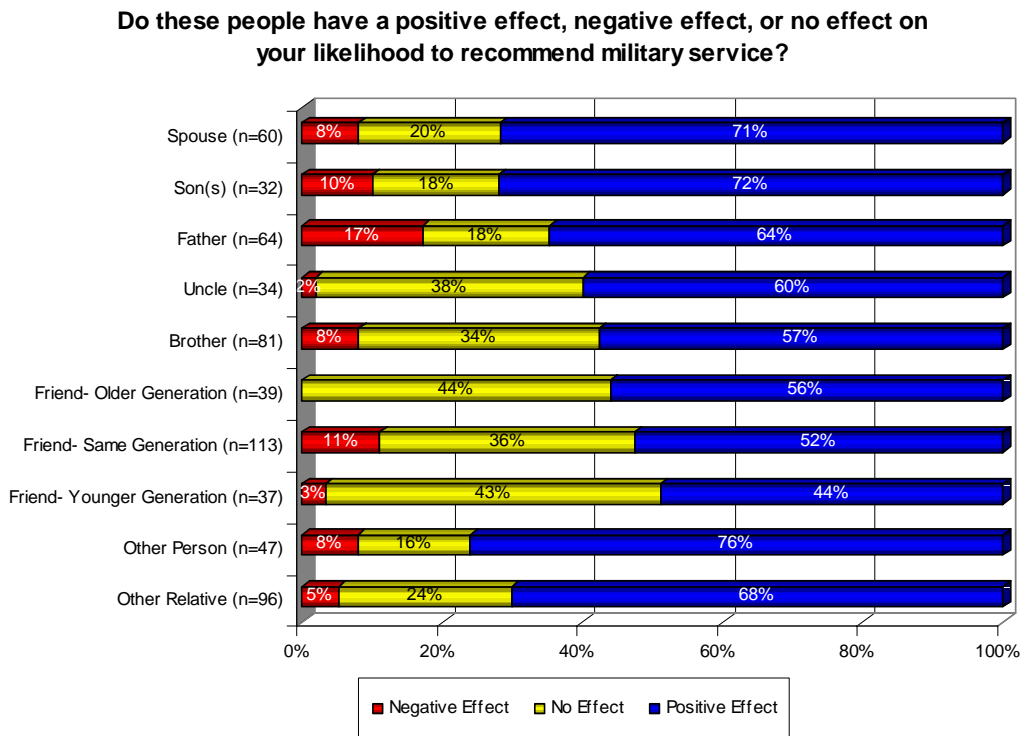
Reading Materials' Influence on the Likelihood to Recommend Military Service
Of the primary media types (i.e., television, movies, and reading materials) examined in the
September 2002 Adult Poll, reading materials had the least positive effect on likelihood to
recommend (39% positive effect, 50% no effect, 9% negative effect). Specifically, newspapers
(32% positive) and Online/Internet articles (29% positive) had the lowest proportion of positive
effect on the likelihood of adults to recommend military service.[11] Fiction and non-fiction books
(87% and 55% positive, respectively) had the highest proportion of positive effect in this group
on adults' likelihood to recommend.

**Do these reading materials have a positive effect, negative effect,
or no effect on your likelihood to recommend military service?**

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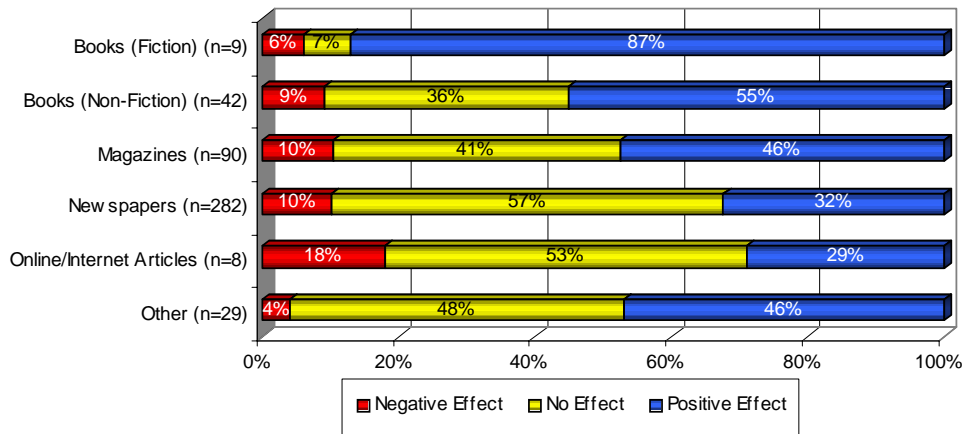
[10] A between-groups ANOVA was conducted with effect on likelihood to recommend as the dependent variable, and
no significant differences were found by group of people, $F(9,584)=1.474$, $p>.05$

[11] A between-groups ANOVA was conducted with effect on likelihood to recommend as the dependent variable. No
significant differences were found by type of reading source, $F(5,453)=0.459$, $p>05$.

Television's Influence on the Likelihood to Recommend Military Service

Overall, 42% of adults influenced by television indicated that it had a positive effect on their likelihood to recommend, 46% said television had no effect, and 9% said television had a negative effect. Network news (29% positive effect), news journal shows (34%), and cable news (42%) had the least positive effect on likelihood to recommend. [12]

Do these television shows materials have a positive effect, negative effect, or no effect on your likelihood to recommend military service?

Analyses of the results of the September 2002 Adult Poll show a correlation between the source of an adult's impressions and his or her reported attitudes and behaviors toward the military. Adults report that a great deal of their military information comes from interpersonal sources, such as friends and family members. Furthermore, interpersonal sources are seen as the most trustworthy and as providing the most positive impression of military service. As a result, other people have the strongest positive effect on an adult's likelihood to recommend. However, this poses a possible concern for the future as the number one source of these interpersonal sources, current or past military members, is on the decline due to the dramatically decreasing size of the current military and veteran populations.

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[12] A between-groups ANOVA was conducted with effect on likelihood to recommend as the dependent variable. Significant differences were found by type of television show, $F_{(7, 579)}=7.302$, $p<05$.
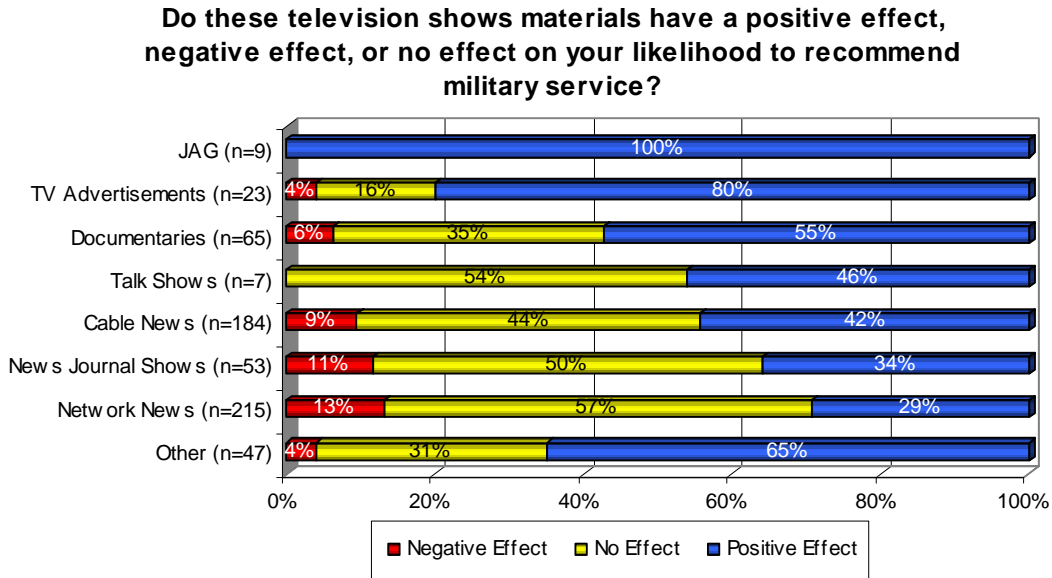
ADULT ATTITUDES

In addition to the poll questions regarding current events and sources of impressions that asked directly about influence on likelihood to recommend, other poll questions were examined to determine their relationship with the two primary outcome measures:
- *Likelihood to recommend military service to a child you know* (likelihood of non-parents recommending military)
- *Likelihood to recommend military service to your own child* (likelihood of parents recommending military)

Scaled poll questions that measured respondent attitudes were identified and included in the analysis. The poll questions that met these criteria concerned adults' favorability and knowledge of the military and adults' views regarding military recruiters:

10-point scale:
- *Rate your <u>favorability</u> of the U.S. military (1-very unfavorable…10-very favorable)*
- *Rate your <u>knowledge</u> of the U.S. military (1-not at all knowledgeable…10-extremely knowledgeable)*

5-point agree scale: (5-point scale: 1-completely agree…5-completely disagree)
- *Military recruiters usually present a truthful picture of military service*
- *The information that military recruiters provide is trustworthy*
- *People entering the military often don't get the benefits promised by military recruiters*
- *Military recruiters use "high pressure" sales tactics to get people to join the military*
- *Military recruiters care about the well-being of people interested in military service*

Correlation analysis was used to indicate the presence or absence of interrelationships among adults' attitudes and their likelihood to recommend military service.

The poll question asking adults to rate their favorability of the military showed the strongest link to likelihood to recommend for both parents and non-parents. Among non-parents, knowledge of the military ranked second followed by the trustworthiness of recruiters, the perceived truthfulness of the picture of the military recruiters present, and how much recruiters care about the well-being of people interested in the military. The ranking for parents differed slightly, with the truthfulness of the picture presented by the recruiter second, knowledge third, followed by the trustworthiness of the recruiter.

Of the seven items, "high pressure" sales tactics used by recruiters and the perception that people entering the military do not get the benefits promised by recruiters were correlated with likelihood to recommend for non-parents and were not significantly related to likelihood to recommend for parents.

Ranking of Scaled, Attitudinal Poll Questions by Strength of Relationship with Likelihood to Recommend for Parents and Non-Parents
(correlation coefficients)

Non-Parents	Parents
1.Favorability toward US Military (.373)*	1. Favorability toward US Military (.237)*
2. Knowledgeable about US Military (.254)*	2. Recruiters present a truthful picture of the military (.194)*
3. Recruiters are trustworthy (.237)*	3. Knowledgeable about US Military (.185)*
4. Recruiters present a truthful picture of the military (.217)*	4. Recruiters care about the well-being of people interested in military service (.182)*
5. Recruiters care about the well-being of people interested in military service (.143)*	5. Recruiters are trustworthy (.162)*
6. People entering the military don't get the benefits promised by recruiters (-.109)*	6. People entering the military don't get the benefits promised by recruiters (-.086)
7. Recruiters use high pressure sales tactics (-.103)*	7. Recruiters use high pressure sales tactics (-.070)

Note: **Due to the scaling of items, some of the scaled attitudinal poll questions had negative correlation coefficients. The directions of the correlation coefficients were changed so that positive values reflect a positive relationship and negative values reflect a negative relationship. *Significant at the 0.01-level.**

Favorability

To confirm the relationship between favorability and the likelihood to recommend military service, the favorability responses were divided into three groups:
1) Adults rating their favorability 8 through 10
2) Adults rating their favorability 4 through 7
3) Adults rating their favorability 1 through 3

The results demonstrate that those who rated the U.S. military more favorably were more likely to recommend military service. In general, non-parents were more likely to recommend military service regardless of their favorability rating, which follows the trend reported in Section II (non-parents 60% likely, parents 40% likely). Non-parents with a favorability rating of 8 through 10 were the most likely to recommend military service (71% likely) of any of the categories.

Likelihood to Recommend Military by Overall Favorability Ratings of US Military for Non-Parents

Favorability	Unlikely	Neither	Likely
8-10	22%	6%	71%
4-7	44%	14%	42%
1-3	81%	6%	13%
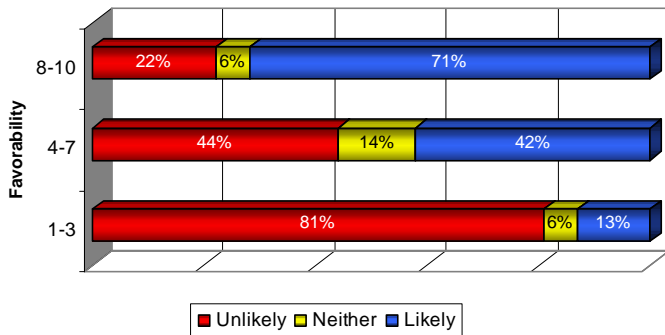
Likelihood to Recommend Military by Overall Favorability Ratings of US Military for Parents

Favorability	Unlikely	Neither	Likely
8-10	48%	7%	43%
4-7	53%	9%	47%
1-3	100%		
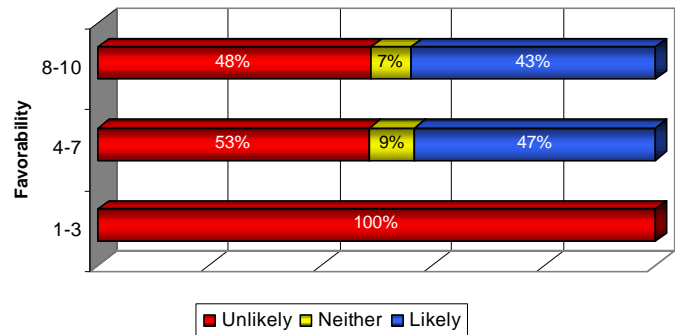
Knowledge

The analysis of scaled attitudinal questions by their strength of relationship with likelihood to recommend reveals that knowledge of the military is also linked with likelihood to recommend military service for both parents and non-parents.

The charts below reaffirm this link. Overall, adults who had greater knowledge of the military were more likely to recommend military service. As was the case with favorability, non-parents were more likely to recommend military service regardless of their knowledge rating.

Adults with a knowledge rating of 8 through 10 were the most likely to recommend military service (non-parents 76% likely; parents 54% likely,) while those with the lowest self-reported knowledge (1-3) were the least likely to recommend (non-parents 41% likely; parents 28% likely).

Likelihood to Recommend Military by Knowledge Ratings for Non-Parents
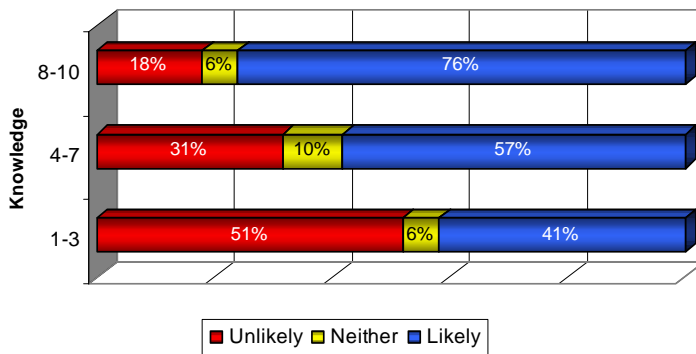
Likelihood to Recommend Military by Knowledge Ratings for Parents
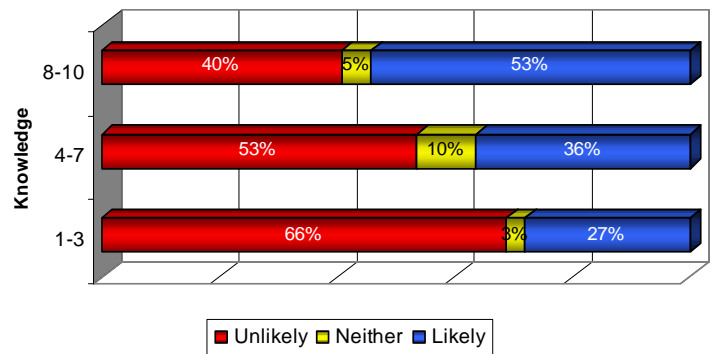
From Knowledge to Favorability to Likelihood to Recommend

Statistical analysis of the Adult Poll indicates that likelihood to recommend military service is linked with both favorability and knowledge. It is interesting to note that likelihood to recommend, favorability, and knowledge have each declined since September 2001.

With these links established, attention now focuses on how knowledge and favorability can be leveraged to increase the likelihood to recommend military service. Section III of this report described the relationship between knowledge and favorability toward the military. The analysis showed that favorability of the military increases as knowledge of the military increases.[13] With this in mind, the results suggest that efforts to increase knowledge may lead to higher favorability ratings and ultimately greater likelihood to recommend military service.

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[13] A regression analysis was conducted with knowledge and favorability as the independent variables and likelihood to recommend. For non-parents, $F_{(2,918)}=90.919$, $p<.05$, and parents, $F_{(2,308)}=12.286$, $p<.05$.
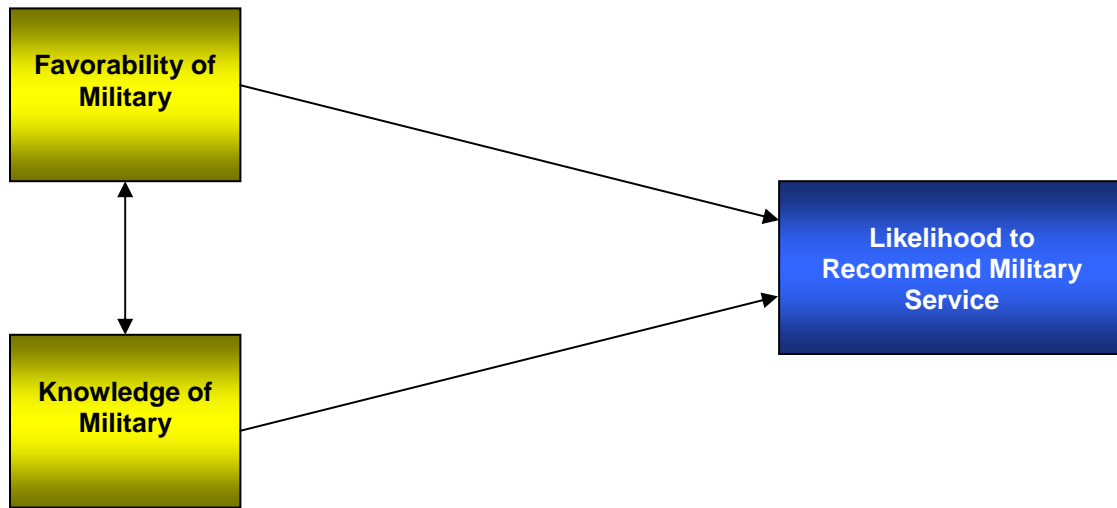
The model displayed above suggests that increasing knowledge and favorability will help increase adults' likelihood to recommend military service. Taking into consideration the relationship between knowledge and favorability, knowledge could be a key factor if it does in fact influence favorability as well as the likelihood to recommend.

Recruiters

Statistical analysis indicates that the perception of recruiters as trustworthy, truthful, and concerned about the well-being of the youth interested in military service has a relatively robust positive effect on adults' military recommendations. In addition, the perception of recruiters engaging in inappropriate or overly aggressive sales behavior has an equally robust negative effect on adults. High-pressure sales tactics and not keeping promises of benefits made to people are two recruiting behaviors (whether actually practiced or perceived by adults) that present an obstacle in adults' support for military service as a legitimate option for youth.

DEMOGRAPHICS

To this point analysis has demonstrated relationships between current events, sources of impressions, favorability, knowledge and adults' likelihood to recommend military service. One additional area of the Adult Poll, demographics, was also analyzed to investigate possible links to adults' likelihood to recommend.

Results of the September 2002 Adult Poll suggest that differences between key demographic segments exist for both parents and non-parents. Forty-one demographic segments were analyzed. Detailed results are presented in the tables found on pages 43-44.

Demographic Differences – Non-Parents
Likelihood to recommend military service was examined among the different categories of age, gender, race, household income, marital status, employment status, and education level for non-parents.[14]

Among non-parents, African Americans were less likely to recommend military service (51% likely) than were Whites (61%) or Hispanics (62%). Single non-parents were less likely to recommend military service (51% likely) than were married non-parents (65% likely) or non-parents separated from their spouse (85%). Non-parents who were separated from their spouse were also more likely to recommend military service than non-parents who were divorced (55% likely).

Non-parents who describe themselves as homemakers were more likely to recommend military service (90%) than were non-parents currently employed part-time (47%), full-time (61%) or retired from the workforce (60%). In addition, non-parents who were employed part-time were less likely to recommend military service than non-parents who were unemployed (64%) or self-employed (79%).[15]

In general, increased levels of education were associated with a decreased likelihood to recommend military service. Non-parents with less than a high school degree were the most likely to recommend military service (90% likely). Similarly, non-parents who stopped school after earning their high school degree were more likely to recommend military service (64% likely) than non-parents who earned a bachelors degree (50% likely), masters degree (41% likely), or doctorate degree (38%).

There were no observed differences between males' and females' likelihood to recommend with about 60% likely in each group. Similarly, there was no difference among non-parents across age or annual household income in terms of their likelihood to recommend military service.

Demographic Differences – Parents
Likelihood to recommend military service was also examined among the different categories of age, gender, race, household income, marital status, employment status, and education level for parents.[16]

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[14] Results from the statistical tests can be found in Appendix B.
[15] Although differences are significant at the *p* < .05 level, only 19 non-parents reported being homemakers and only 9 non-parents report being self-employed.
[16] Results from the statistical tests can be found in Appendix B.

As with non-parents, differences among likelihood to recommend existed across the different races/ethnicities. Hispanic parents were more likely to recommend military service (54% likely) than were African Americans (42%) or Whites (39%).

In addition, there was a strong negative relationship between parents' likelihood to recommend military service and annual household income. More than half of the parents who made less than $30,000 a year were likely to recommend military service in contrast to only about a quarter of parents who made more than $80,000 a year who were likely to recommend military service.

There were no observed differences across age, gender, marital status, employment status, or education level categories in terms of their likelihood to recommend military service.

Percent Likelihood to Recommend by Demographics – Non-Parents (n=935)

Demographic	% Likely (very likely or likely)	% Neither Likely nor Unlikely	% Unlikely (very unlikely or unlikely)
Age			
22-27 (n=145)	51%	14%	35%
28-35 (n=170)	54%	14%	32%
36-54 (n=263)	63%	6%	30%
55-70 (n=232)	69%	5%	25%
71-85 (n=126)	55%	7%	33%
Gender			
Male (n=440)	61%	9%	29%
Female (n=495)	59%	8%	32%
Race*			
White, non-Hispanic (n=706)	61%	10%	28%
African-American, non-Hispanic (n=102)	51%	6%	43%
Hispanic (n=83)	62%	3%	35%
Other, non-Hispanic (n=45)	65%	7%	27%
Total Annual Household Income			
Less than $25,000 (n=202)	58%	8%	32%
$25,000-$29,999 (n=99)	67%	7%	27%
$30,000-$39,999 (n=133)	63%	6%	30%
$40,000-$59,999 (n=176)	60%	11%	30%
$60,000-$79,999 (n=107)	57%	11%	32%
$80,000-$$99,999 (n=64)	68%	8%	22%
$100,000 or more (n=70)	52%	13%	35%
Marital Status*			
Single and never have been married (n=234)	51%	11%	38%
Widowed (n=77)	60%	7%	32%
Separated (n=16)	85%	4%	11%
Divorced (n=112)	55%	9%	31%
Married (n=494)	65%	7%	27%
Employment Status*			
Full-time (n=460)	61%	9%	30%
Part-time (n=94)	47%	12%	39%
Retired (n=242)	60%	5%	32%
Unemployed (n=94)	64%	10%	26%
Disabled (n=16)	62%	3%	34%
Homemaker (n=12)	90%	5%	5%
Self-employed (n=9)	79%	7%	14%
Student (n=4)	18%	18%	65%
Other (n=1)	-	100%	-
Education (highest level completed)*			
Less than high school (n=79)	90%	-	10%
High school graduate or equivalent (GED) (n=349)	64%	5%	30%
Some college but no degree (n=157)	58%	8%	32%
Associate degree–vocational (n=52)	63%	8%	28%
Associate degree–academic (n=35)	60%	14%	26%
Bachelor's degree (n=154)	50%	15%	35%
Master's degree (n=72)	41%	17%	41%
Professional school (n=12)	45%	15%	40%
Doctorate (n=22)	38%	14%	48%

*Differences between groups significant at 0.05 level. Results of ANOVA in Appendix B.

Percent Likelihood to Recommend by Demographics – Parents (n=316)

Demographic	% Likely (very likely or likely)	% Neither Likely nor Unlikely	% Unlikely (very unlikely or unlikely)
Age			
22-27 (n=1)	100%	-	-
28-35 (n=44)	50%	6%	44%
36-54 (n=257)	38%	8%	52%
55-70 (n=14)	40%	8%	52%
Gender			
Male (n=145)	34%	8%	58%
Female (n=171)	46%	7%	46%
Race*			
White, non-Hispanic (n=214)	39%	11%	49%
African-American, non-Hispanic (n=40)	42%	-	56%
Hispanic (n=47)	54%	-	46%
Other, non-Hispanic (n=15)	15%	5%	80%
Total Annual Household Income*			
Less than $25,000 (n=41)	54%	-	46%
$25,000-$29,999 (n=33)	57%	-	43%
$30,000-$39,999 (n=47)	39%	6%	51%
$40,000-$59,999 (n=71)	43%	12%	45%
$60,000-$79,999 (n=48)	44%	7%	47%
$80,000-$$99,999 (n=30)	22%	6%	70%
$100,000 or more (n=32)	25%	13%	62%
Marital Status			
Single and never have been married (n=28)	53%	10%	47%
Widowed (n=4)	87%	-	13%
Separated (n=8)	50%	-	50%
Divorced (n=64)	39%	7%	54%
Married (n=212)	38%	9%	52%
Employment Status			
Full-time (n=195)	40%	10%	50%
Part-time (n=41)	46%	11%	42%
Retired (n=24)	29%	3%	68%
Unemployed (n=44)	46%	-	49%
Disabled (n=5)	57%	-	43%
Homemaker (n=3)	-	-	100%
Self-employed (n=3)	-	-	100%
Other (n=1)	100%	-	-
Education (highest level completed)			
Less than high school (n=27)	50%	7%	43%
High school graduate or equivalent (GED) (n=136)	40%	6%	53%
Some college but no degree (n=53)	43%	5%	51%
Associate degree–vocational (n=21)	48%	6%	43%
Associate degree–academic (n=13)	48%	5%	48%
Bachelor's degree (n=41)	34%	17%	48%
Master's degree (n=13)	19%	4%	77%
Professional school (n=7)	49%	8%	44%
Doctorate (n=5)	12%	27%	60%

*Differences between groups significant at 0.05 level. Results of ANOVA in Appendix B.

THE LINK TO LIKELIHOOD TO RECOMMEND - SUMMARY

This section of the report examines current events, sources of military impressions, adults' attitudes toward the military, and demographics in order to gain a better understanding of their relationship with likelihood to recommend military service.

Analysis of the Adult Poll revealed the effects that current events and sources of military impressions have on the likelihood to recommend military service. The results suggest that adults are less willing to recommend the military if the possibility of engaging in battle is high. However, many adults view the "War on Terrorism" differently and are more likely to recommend military service as a result. Adults would also be more willing to recommend military service if the service time requirement was decreased from four years to two years.

The source of military impressions can also have an effect on likelihood to recommend. Of those who received a majority of their impressions from reading materials, 39% said that reading materials had a positive effect on their likelihood to recommend. Forty-two percent of adults who received a majority of their military impressions from television indicated that television had a positive effect on their likelihood to recommend. A majority (62%) of the adults who received a majority of their impressions from friends/family/acquaintances said these people had a positive effect on their likelihood to recommend.

The analysis also revealed a relationship between knowledge, favorability, and the likelihood to recommend. Individually, the results show that improvements in favorability or knowledge may have a positive effect on adults' likelihood to recommend military service. Increasing knowledge, however, appears to have the potential for having a dual effect: it may not only increase likelihood to recommend, but boost favorability as well. These results suggest that knowledge may be a key driver and should be included in future strategic discussions.

Comparing likelihood to recommend across demographic groups reveals differences between segments of the adult population. Race, marital status, education level, and employment status play roles to varying degrees among non-parents of recruit-age youth, while only race and income were found to be significant factors among parents. Examining these demographic segments can help identify specific areas to strategically place resources and concentrate efforts to help improve likelihood to recommend military service.

SECTION V. SUMMARY AND RECOMMMENDATIONS

The September 2002 Adult Poll marks the fourth measurements of adults' attitudes toward the military and their likelihood to recommend military service to youth. The results provide insight into the adult population by answering three primary research questions.

SUMMARY

How likely are adults to recommend military service to youth?
When asked to think about options for youth after high school, most adults think of options such as attending school or getting a job; only approximately one out of nine adults said that military service came to mind as an option they would recommend to youth. When asked to rate the likelihood that they would recommend specific post-high options, military service and full-time work were the lowest rated options. Adults are more likely to recommend attending a four-year school, attending a trade school or community college, or getting a part-time job. In comparison to the recommendations made to youth about options after high school, adults are even less likely to recommend military service to a youth who has just earned a four-year college degree.

The results also indicate a reluctance of parents to recommend military service to their own children. Sixty percent of non-parents said they were likely (very likely or likely) to recommend the military to youth they know, but only 40% of parents would recommend military service to their own children.

The overall proportion of adults that are likely to recommend military service decreased from 66% likely in September 2001 to 57% in January 2002 and 60% (non-parents only) in September 2002. These results suggest the U.S. military has not been able to hold on to the positive sentiment observed immediately after September 11th.

What are adult attitudes toward the military (i.e., favorability, knowledge, impressions)?
Overall, adults rate their knowledge of the military as moderate and their favorability high (both knowledge and favorability have declined since September 2001). While over two-thirds of adults got a majority of their impressions of the military from the media, adults got more positive impressions of the military from other people than from any other source. Family members gave a more positive impression of the military than did non-family members. Ninety-four percent of the people identified as sources of military impressions have served in the military.

In addition to receiving the most positive impressions of the military from people, adults say they would ideally like to be able to go to people (recruiters, military personnel, friends, family members, etc). in order to obtain information on military life and military benefits. Of the non-personal methods of obtaining information mentioned, adults chose the Internet as their primary source of information.

With the exception of sons (who receive both positive and negative advice) and daughters (who receive the greatest amount of negative advice), adults who have given advice have given mostly positive advice about the military.

The majority of adults agree that recruiters care about the well being of people interested in military service and give trustworthy information. However, a sizeable proportion also believes

that high-pressure sales tactics are used, that youth do not always get a truthful picture of military service from recruiters, and that new recruits do not get the benefits promised by the recruiter.

When asked about the current labor and economic situation, 51% percent of adults believed that the economy would be better four years in the future, while only 19% believed it would be worse. Despite the relative optimism, three-quarters of adults were pessimistic about high school graduates finding full-time work in their community. Almost half of adults believed that high school graduates could find a good paying job equally in both the military and civilian sector. These economic indicators present an opportunity for the U.S. military to present itself as an alternative for high school graduates looking to earn income in a tough labor market.

What factors have the greatest impact on an adult's likelihood to recommend the military?
Current events, sources of impressions, favorability and knowledge of the military, recruiters, and demographics all play roles in the likelihood to recommend military service.

When considering the "War on Terrorism" the results are for the most part mixed. More generally, the possibility of battle has an adverse effect on their likelihood to recommend; adults are less willing to recommend military service if this possibility is high. In contrast, adults would be more willing to recommend military service if the service time requirement was decreased from four years to two.

The source of military impressions also has an effect on likelihood to recommend. Sixty-two percent of the adults who received a majority of their impressions from friends/family/ acquaintances said these people had a positive effect on their likelihood to recommend. Forty-two percent of adults who received a majority of their military impressions from television indicated that television had a positive effect on their likelihood to recommend. Of those who got a majority of their impressions from reading materials, 39% said that reading materials had a positive effect on their likelihood to recommend.

A group of people that is important in influencing adults' likelihood to recommend the military is recruiters. Recruiters who engender the perception of trustworthiness, honesty, consideration and compassion for youth interested in military service have a positive effect on an adult's likelihood to recommend military service. However, recruiters that propagate the perception of recruiters as deceitful or as high-pressure salesmen create negative perceptions of the military.

Analysis revealed a relationship between knowledge, favorability, and the likelihood to recommend. Improvements in both knowledge and favorability may increase the likelihood to recommend, but increasing knowledge may have an additional benefit: as the level of knowledge increases, favorability increases, which further drives the likelihood to recommend military service among adults. Strategies developed to influence adults' likelihood to recommend may be more effective if they include increasing adults' knowledge of the military.

Likelihood to recommend differs by race, marital status, education level, and employment status to varying degrees among non-parents, while race and income are significant factors for parents. Examining such demographic characteristics helps to identify specific areas to strategically place resources. Such efforts can help increase knowledge and improve likelihood to recommend service.

RECOMMENDATIONS

Youth today have many post-high school options that challenge the DoD's efforts to meet its recruiting goals. Recognizing the influence adults have on youth's decisions, it is imperative that the DoD continues to enhance efforts that capture the mind-share of adults and promote itself as a viable alternative for youth. The results of the September 2002 Adult Poll have pointed to several strategies that may help in these initiatives.

Strategy: Increase general knowledge of the military.
Understanding that knowledge likely influences both favorability and the likelihood to recommend military service, the DoD should develop initiatives that increase knowledge of the military.

To be effective, these activities must focus on the channels of information that adults trust and rely on as sources of their information. The results show that not only would adults ideally like to be able to go to other people to obtain information on military life and the benefits offered by the military, but also that other people (especially family members) are currently providing the most positive impression of the military and are among the most trusted sources of information. Of media, the Internet is utilized most to gain information. Internet and television represent the two media sources that form the vast majority of military impressions.

As efforts to increase knowledge of the military are concentrated through these channels, a clear, consistent message must be delivered to avoid confusion and promote greater understanding of the military. This becomes more important in times of conflict as adults, particularly parents, are less likely to recommend military service during these times.

Strategy: Engage current and former members of the military in promoting military service to youth.
The results show that current and former military members are more likely than other adults to recommend military service to youth. Of the people identified as the primary source of military impressions, 94% have military experience. As the number of veterans in the U.S. continues to decrease over time, it becomes more important to effectively leverage the influence that veterans and current members of the military have. Activities that involve veteran organizations (VFW, American Legion, etc)., having military members speak at community organizations, or having military members make themselves available to answer questions, are all viable ways to enhance the positioning of the U.S. military in the recommendation set of adults.

Strategy: Have recruiters play a greater role in influencing the influencers
Of the all the sources of information, military recruiters were rated the fourth most trusted source. The DoD must connect recruiters who are trustworthy, present a truthful picture of the military, and care about the well-being of people interested in military service with influencers of youth to effectively educate and increase their favorability of the military. Activities could include recruiters speaking at city council meetings or town hall forums and making appearances at community activities. Recruiters may also distribute directories or contact lists of current or former military members in the community who are willing to speak and answer questions.

By increasing knowledge of the military, the DoD can have a positive impact on the likelihood of adults to recommend military service as a desirable option for youth. Using the channels of communication from which adults receive their information and sources of impressions, drawing on current and former members of the military and involving recruiters are all strategies that will facilitate greater knowledge of the military among adults. While economics, recruiting resources, and political implications do require further discussion, these strategies serve as a springboard for possible future action.

Appendix A

Data Collection Procedures and Sampling

FALL 2002 ADULT POLL

PREPARED FOR JOINT ADVERTISING, MARKET RESEARCH AND STUDIES

NOVEMBER 11, 2002

02-8170

Prepared by Wirthlin Worldwide

Joint Advertising, Market Research and Studies
Defense Human Resources Activity
Contract #: DASW01-02-D-0002

The views, opinions and findings contained in this report are those of the author and should not be construed as an official agency position, policy or decision, unless so designated by other official documentation.

Project Overview

This research poll marks the Department of Defense's (DoD) fourth poll conducted among adults. The purpose underlying the research was to expand the Department's understanding of this critical market, specifically, their attitudes about the military and their likelihood to recommend military service to youth. The audience profiled in this survey was adults between the ages of 22 and 85.

A total of 1,252 interviews were conducted through computer-assisted telephone interviews (CATI) during the period of September 17 to September 27, 2002. The interview averaged 24 minutes in length. Final data included in this poll were weighted by age, race/ethnicity, and education to reflect the general public.

Technical Details

Design Requirements

The adult poll sampling frame is defined as those persons residing in the 50 states and the District of Columbia who are between the ages of 22 and 85.

Sample Design

For the implementation of the adult poll, the sample was purchased from Survey Sampling, Inc.® (SSI)[17]. Following is a description of the rationale for choosing a random digit dialing (RDD) methodology, the creation of the RDD database, the sample stratification and sample selection.

There are an estimated 96.7 million telephone households in the USA. To represent all households in a sample is a challenge due to two main factors: unlisted by choice and unlisted by circumstance (mobility). Approximately 30% of telephone households in the U.S. have unlisted numbers. Each year, about 20% of American households move, so that 12 to 15 percent of the residential numbers in a typical directory are disconnected. Samples drawn entirely from directories, and "plus-one" techniques based on directory seed numbers often significantly under-represent unlisted households. To overcome these barriers to obtaining representative random samples, a random digit dialing (RDD) methodology is required.

Creation of the Random Digit Database

SSI started with a database of all directory-listed households in the USA. Using area code and exchange data regularly obtained from Telcordia and additional databases, this file of directory-listed telephone numbers was subjected to an extensive cleaning and validation process to ensure that all exchanges are currently valid, assigned to the correct area code, and fall within an appropriate set of ZIP Codes[18]. SSI updates its database at approximately six-week intervals.

Each exchange was assigned to a single county. Nationally, about 72% of all exchanges appeared to fall totally within single county boundaries. For those overlapping county and/or state lines, the exchanges were assigned to the county of plurality, or the county with the highest number of listed residents within the exchange. This assignment ensured known probabilities of selection for all telephone numbers.

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[17] Survey Sampling, Inc. gives a detailed description of their sampling products in "Random Digit Dial Telephone Sampling Methodology." This paper has been supplied to JAMRS.

[18] See Chapter 5 of "Random Digit Dial Telephone Sampling Methodology" Survey Sampling, Inc., 1998 for details on data validation and resolution.

Most SSI samples are generated using a database of "working blocks." A block (also known as a 100-bank or a bank) is a set of 100 contiguous numbers identified by the first two digits of the last four digits of a telephone number. For example, in the telephone number 255-4200, "42" is the block. A block is termed to be working if one or more listed telephone numbers are found in that block.

Sample Stratification

All SSI samples are generated using stratified sampling procedures. Stratified sampling divides the population of sampling units into sub-populations called strata. A separate sample is then selected from the sampling units in each stratum. SSI stratifies its database by county.

Prior to sample selection, the sample was allocated proportionally across all strata in the defined geography using one of several "measure of size" (MOS) frame adjustment options. These alternative frames may be used to overcome the imperfect nature of the list from which the sample is drawn. Using an appropriate MOS to allocate sample by county is particularly important when a Random B methodology (the sample selection technique used for this study) is used to select the sample. Without this MOS stratification across counties, the sample would be biased toward counties with larger proportions of listed households[19].

SSI offers the following five different measurement of size (MOS) stratification frames for its random digit samples

- Estimated telephone households
- Total households
- Total population
- Active blocks
- Other user-defined

"Estimated number of telephone households" is the recommended frame for apportioning the Random B sample selected for this study. In this frame, the telephone household estimates are calculated by subtracting Census non-telephone household counts from current household estimates. Sample units were allocated to each county in proportion to its share of telephone households.

Samples were first systematically stratified to each county in the survey area in proportion to the sampling frame selected. After a geographic area was defined as a combination of counties, the sum of the estimated telephone households or requested frame value was calculated and divided by the desired sample size to produce a sampling interval.

The counties were ordered by alphabetical state and county within state. A random number between zero and one was generated and multiplied by the sampling interval to calculate a random starting point between one and

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[19] The problem is that the incidence of unlisted numbers is quite variable from one area of the country to another. Unlistedness can be a function of either mobility or choice and is much more an urban / suburban phenomenon than a rural one. But great variation is found even among large metropolitan areas. For example, 17.6% of the estimated telephone households in the Minneapolis-St. Paul MSA are not listed in a directory, compared with 36.9% in the Chicago MSA, and 64.6% in the Los Angeles MSA. These data are in sharp contrast with rural Iowa, for example, where only 9% of the telephone households are not listed in a directory or Barnstable County, MA where directory-listed second homes produce more listings than there are census households. Thus, without frame adjustment, the Random B sampling method would tend to under-represent Chicago and Los Angeles and over-represent Minneapolis, rural Iowa and resort areas.

the sampling interval. A cumulative count of elements was calculated. At the point at which the accumulation reached the random starting point, a specific county was selected and the next sampling point was one interval away. Accumulation continued in this fashion until the entire sample had been apportioned.

Sample Selection

After the sample was allocated, sample selection was made. There are three options for selection: 1) Random B, 2) Random A and 3) Epsem. Following are descriptions of each.

Random B is an SSI term denoting samples of random numbers distributed across all eligible blocks in proportion to their density of listed telephone households. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all counties in the frame, a sampling interval is calculated by summing the number of listed residential numbers in each eligible block within the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected in proportion to their density of listed households. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block to form a 10-digit telephone number.

Random A is an SSI term denoting samples of random numbers systematically selected with equal probability across all eligible blocks. All blocks within a county are organized in ascending order by area code, exchange, and block number. Once the quota has been allocated to all the counties in the frame, a sampling interval is calculated for each county by summing all the eligible blocks in the county and dividing that sum by the number of sampling points assigned to the county. From a random start between zero and the sampling interval, blocks are systematically selected from each county. Once a block has been selected, a two-digit number is systematically selected in the range 00-99 and is appended to the exchange and block, to form a 10-digit telephone number.

Epsem Samples (equal probability of selection method) are single stage, equal probability samples of all possible 10-digit telephone numbers in blocks with one or more listed telephone numbers. The Working Phones Rate (WPR) for an epsem sample is on average 50 percent, but can range from 30 to 70 percent depending on the size and nature of the geographic area and local telephone number assignment practices.

Epsem sampling uses a total active blocks frame and Random A sampling methodology. A sample of random numbers is systematically selected with equal probability across all blocks containing one or more listed numbers, which distributes the sample across counties in proportion to their share of total active blocks. Epsem samples have the following characteristics:

- Minimum block size is 1
- Business numbers cannot be replaced, but can be flagged
- Protecting numbers from future use is unavailable

Random B samples were used because they are samples with high efficiency and high projectability that is sufficient for "quick polling" techniques. Because these samples are selected from blocks according to their density of listed telephone households, there is a possibility that highly unlisted areas may be underrepresented. However, the tradeoff is in efficiency. A 65 percent working phone rate was expected with this Random B sample.

The counts of telephones within each working block (a block with one or more listed telephone numbers) were

then examined to decide which should be included in the sample and which should be discarded. The industry standard is to eliminate working blocks with less than three known numbers out of the 100 possible. Those blocks with only one to two listed telephone numbers were excluded so dialing would be more efficient.[20]

Interviewing Hours

Interviews were conducted from September 17 to 27, 2002 during the evening and weekend hours for the time zone in which the respondent lived. Specifically, interviews were conducted from 5 pm through 10 pm respondent time Sunday through Friday, and 10 am through 6 pm on Saturdays. The fieldwork took place from the Wirthlin Worldwide telephone centers located in Orem, Utah and Grand Rapids, Michigan.

Sample Geography

Interviews were conducted in all 50 states plus the District of Columbia.

Handling of Business and Cellular Phone Numbers

On average, an RDD sample will contain 15 to 18 percent business and cellular phone numbers. Approximately half of these numbers can be identified using SSI's Business and Cellular Number Purge options. SSI maintains a database of over 9 million business and cellular telephone numbers, compiled from Yellow Page directories and other special directories. Once a 10-digit telephone number was selected for a sample the status of the number generated was compared to SSI's list of known business and cellular numbers.

Replicates

For this poll, the sample was identified and released in replicates (representative stand-alone mini-samples that are representative of the entire sample). When using a replicate system, the interviewers did not need to dial the entire sample as each replicate was representative of the entire sample. All replicates loaded were closed out and dialed until exhausted. Sample records was considered "exhausted" once it had obtained a final disposition, such as disconnected, complete, or refusal, or after three calls were made. So there would not be "extra" interviews, the sizes of the replicates were reduced as the interview period drew to a close.

Quotas and Thresholds

Because of the speed at which polls are conducted and the rate at which surveys are completed, it is often necessary to set quotas, or the minimum number of completed for each area. This ensures a representative sample is obtained. Therefore, soft quotas, or a target for the minimum number of surveys to be complete, were placed on each region. The following "guides" for each region were set in place:

New England (4.95%)   Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic (17.10%)   Delaware, DC, Maryland, New Jersey, New York, Pennsylvania, West Virginia
Great Lakes (17.79%)   Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
Farm Belt (5.09%)   Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota
Outer South (23.15%)   Florida, Kentucky, North Carolina, Oklahoma, Tennessee, Texas, Virginia
Deep South (9.46%)   Alabama, Arkansas, Georgia, Louisiana, Mississippi, South Carolina

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[20] If the working block (703) 256-01XX in Virginia had only two known working numbers, there would be roughly a 98% chance for a disconnect. On the other hand, knowing that the count of working numbers is roughly in the 70 out of 100 range indicates it will yield relatively good efficiency.

Mountain (6.46%)   Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific (16.00%)   California, Oregon, Washington, Hawaii and Alaska

Additionally, soft quotas were placed on gender and race/ethnicity to approximate the most recent Census levels. The following questions were used to determine ethnicity and race:

Ethnicity   Do you consider yourself to be of Hispanic, Latino or Spanish origin? (1) Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin or (2) No

Race: I'm going to read a list of racial categories. Please select one or more to describe your race. Are you (1) White, (2) Black or African-American, (3) American Indian or Alaskan Native, (4) Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese), (5) Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro) or (6) Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin).

Survey Implementation

Screening

Each household was screened for adults between the ages of 22 and 85. If there was more than one person in the household who met those criteria, the respondent in the household between the ages of 22 and 85 with the most recent birthday prior to the interview date was selected. There was no within household substitution of the designated respondent, even if the designated respondent did not qualify for the interview.

Callback Procedure

One initial call and a maximum of three callbacks were allowed. If a household was not reached after four calls, another randomly selected household was substituted.

Refusal Conversion

An active program of refusal conversion was used. All initial refusals were put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, were made. If a household was not reached after three calls or if a second refusal occurred, a "hard" refusal was recorded on the final disposition.

Final Sample Yields

Business	2,352
Fax/Cell/Pager	1,978
Bad phone number	8,349
Final No Answer	3,712
Final Answering Machine	2,502
Privacy Manager	881
Non-eligible Units	**19,774**
Ineligible Age	234
Ineligible Race / Refused	16
Language	810
Over Gender Quota	146
Other Non-eligible Respondents	9
Non-eligible Respondents	**1,215**
Complete	1,252
Interviews	**1,252**
Final Busy	149
Designated Respondent Unavailable	189
No Contact	**338**
Indefinite Callback	1,473
Definite Callback	93
Qualified Terminate	172

Interviewer Terminate   199
                                Partial Interviews   **1,937**

Final Refusal   7,605
                                    Total Refusals   **7,605**

Sample Dialed   32,121
Less Non-eligible Units   19,774
Less Non-eligible Respondents   1,215
Eligible Phone Numbers   11,132
Completed Interviews   1,252
Response Rate for All Eligible Numbers   **11.25%**

Weighting and Demographic Profile of Adults

The target audience in the poll included adults ages 22 to 85. Soft quotas (a target for the minimum number of surveys to be completed) were placed on geography, gender, race and ethnicity. Response data were weighted by age, education and race/ethnicity to reflect the general population [Table 1].

Table 1

Weighting Variables	
Variable	**March 2002 Basic Monthly**
Age	
22-27 years	11.62%
28-40 years	28.73%
41-58 years	36.30%
59-76 years	18.30%
77-85 years	5.06%
Education	
High school degree or less	47.64%
Some college	26.46%
College degree or more	25.90%
Race/Ethnicity	
Hispanic	10.41%
White, Non-Hispanic	73.54%
African-American, Non-Hispanic	11.33%
Other, Non-Hispanic	4.72%

Table 2 displays the weighted and unweighted subgroup sizes by age; Table 3 displays the same counts by race/ethnicity; and Table 4 displays the weighted and unweighted subgroup sample sizes by current education level.

Table 2

Age			
Age	**Unweighted n**	**Weighted n**	**Weighted %**
22-27 years	140	145	11.62%
28-40 years	356	360	28.73%
41-58 years	490	454	36.30%
59-76 years	227	229	18.30%
77-85 years	39	63	5.06%
TOTAL	1252	1252	100.0%

Table 3

Race/Ethnicity			
Race/Ethnicity	**Unweighted n**	**Weighted n**	**Weighted %**
White, Non-Hispanic	995	921	73.54%
African-American, Non-Hispanic	111	142	11.33%
Other, Non-Hispanic	54	59	4.72%
Hispanic	92	130	10.41%
TOTAL	1252	1252	100.0%

Table 4

Education			
Education	**Unweighted n**	**Weighted n**	**Weighted %**
High school degree or less	265	596	47.64%
Some college	471	331	26.46%
College degree or more	516	324	25.90%
TOTAL	1252	1252	100.0%

Appendix B

ANOVA for Likelihood to Recommend
By Demographic Groups

ANOVA		
	F value	
	Non-Parents	**Parents**
Age	1.74	0.47
Income	0.35	6.73**
Gender	2.89	1.85
Race and Ethnicity	3.32*	3.405*
Marital Status	3.095*	1.75
Employment	2.45*	1.71
Education Status	7.25**	0.8

Note: * $p<0.05$, ** $p<0.01$

Post Hoc Testing: Race and Ethnicity			
(I)	**(J)**	**Non-Parents** **Mean Difference (I-J)**	**Parents** **Mean Difference (I-J)**
White, Non-Hispanic			
	Black, Non-Hispanic	-0.43*	-0.14
	Hispanic	0.02	0.48*
	Other, Non-Hispanic	0.15	-0.82*
Black, Non-Hispanic			
	White, Non-Hispanic	0.43*	0.14
	Hispanic	-0.45*	0.63*
	Other, Non-Hispanic	0.57*	-0.68
Hispanic			
	White, Non-Hispanic	-0.02	-0.48*
	Black, Non-Hispanic	-0.45*	-0.63*
	Other, Non-Hispanic	0.12	-1.30*
Other, Non-Hispanic			
	White, Non-Hispanic	-0.15	0.82*
	Black, Non-Hispanic	-0.57*	0.67
	Hispanic	-0.12	1.30*

Notes: Least Squares Difference Test

* Indicates significant relationship at $p<0.05$

Post Hoc Testing: Marital Staus					
(I)	**(J)**	**Non-Parents Mean Difference (I-J)**	**(I)**	**(J)**	**Non-Parents Mean Difference (I-J)**
Seperated			Divorced		
	Single and have never been married	-0.93*		Single and have never been married	-0.18
	Widowed	-0.645		Widowed	0.10
	Divorced	-0.75*		Seperated	0.75*
	Married	-0.63		Married	0.12
Widowed			Married		
	Single and have never been married	-0.28		Single and have never been married	-0.30*
	Seperated	0.645		Widowed	-0.015
	Divorced	-0.10		Divorced	0.63
	Married	0.015		Seperated	-0.12
Single and have never been married					
	Widowed	0.29			
	Seperated	0.93*			
	Divorced	0.18			
	Married	0.30*			

Notes: Least Squares Difference Test
   * Indicates significant relationship at *p<0.05*

Post Hoc Testing: Employment Status					
(I)	**(J)**	**Non-Parents Mean Difference (I-J)**	**(I)**	**(J)**	**Non-Parents Mean Difference (I-J)**
Employed full-time			Disabled		
	Employed part-time	-0.30		Employed full-time	-0.06
	Retired	-0.01		Employed part-time	-0.36
	Unemployed	0.29		Retired	-0.08
	Disabled	0.06		Unemployed	.0225
	Homemaker	0.83*		Homemaker	0.77
	Self-Employed	0.70		Self-Employed	0.63
	Other	-0.74		Other	-0.80
Employed part-time			Homemaker		
	Employed full-time	0.30		Employed full-time	-0.83*
	Retired	0.28		Employed part-time	-1.13*
	Unemployed	0.58*		Retired	-0.84*
	Disabled	0.46		Unemployed	-0.54
	Homemaker	1.13*		Disabled	-0.77
	Self-Employed	0.99		Self-Employed	-0.13
	Other	-0.44		Other	-1.57
Retired			Self-Employed		
	Employed full-time	0.01		Employed full-time	-0.70
	Employed part-time	-0.28		Employed part-time	-0.99*
	Unemployed	0.30		Retired	-0.71
	Disabled	0.08		Unemployed	-0.41
	Homemaker	0.84*		Disabled	-0.63
	Self-Employed	0.71		Homemaker	0.13
	Other	-0.72		Other	-1.43
Unemployed			Other		
	Employed full-time	-0.29		Employed full-time	0.74
	Employed part-time	-0.58		Employed part-time	0.44
	Retired	-0.30		Retired	0.72
	Disabled	-0.225		Unemployed	1.02
	Homemaker	0.54		Disabled	0.80
	Self-Employed	0.41		Homemaker	1.57*
	Other	-1.03		Self-Employed	1.43

Notes: Least Squares Difference Test
* Indicates significant relationship at *p<0.05*

(I)	**(J)**	**Non-Parents Mean Difference (I-J)**	**(I)**	**(J)**	**Non-Parents Mean Difference (I-J)**
Post Hoc Testing: Education					
Less than High School			High School Graduate or		
	High School Graduate or Equivalent	-0.75*		Less than High School	0.75*
	Some College but no Degree	-0.89*		Some College but no Degree	-0.14
	Associate Degree-Occupational/Vocational	-0.81*		Associate Degree-Occupational/Vocational	-0.06
	Associate Degree-Academic program	-0.75*		Associate Degree-Academic program	-0.00
	Bachelor's Degree	-1.13*		Bachelor's Degree	-0.38*
	Master's Degree	-1.35*		Master's Degree	-0.60*
	Professional School Degree	-1.31*		Professional School Degree	-0.56
	Doctorate Degree	-1.43*		Doctorate Degree	-0.68
Some College but no Degree			Associate Degree-Occupational/Vocational		
	Less than High School	0.89*		Less than High School	0.81*
	High School Graduate or Equivalent	0.14		High School Graduate or Equivalent	0.06
	Associate Degree-Occupational/Vocational	0.09		Some College but no Degree	-0.09
	Associate Degree-Academic program	0.14		Associate Degree-Academic program	0.055
	Bachelor's Degree	-0.24		Bachelor's Degree	-0.32
	Master's Degree	-0.46*		Master's Degree	-0.54*
	Professional School Degree	-0.42		Professional School Degree	-0.51
	Doctorate Degree	-0.53		Doctorate Degree	-0.62

Notes: Least Squares Difference Test
* Indicates significant relationship at *p<0.05*

	Post Hoc Testing: Education				
(I)	**(J)**	**Non-Parents Mean Difference (I-J)**	**(I)**	**(J)**	**Non-Parents Mean Difference (I-J)**
Associate Degree-			Bachelor's Degree		
	Less than High School	0.75*		Less than High School	1.13*
	High School Graduate or Equivalent	0.00		High School Graduate or Equivalent	0.38*
	Some College but no Degree	-0.14		Some College but no Degree	0.24
	Associate Degree-Occupational/Vocational	-0.56		Associate Degree-Occupational/Vocational	0.32
	Bachelor's Degree	-0.38		Associate Degree-Academic program	0.38
	Master's Degree	-0.60*		Master's Degree	-0.22
	Professional School Degree	-0.56		Professional School Degree	-0.18
	Doctorate Degree	-0.68		Doctorate Degree	-0.30
Master's Degree			Professional School Degree		
	Less than High School	1.35*		Less than High School	1.31*
	High School Graduate or Equivalent	0.60		High School Graduate or Equivalent	0.56
	Some College but no Degree	0.46*		Some College but no Degree	0.42
	Associate Degree-Occupational/Vocational	0.54*		Associate Degree-Occupational/Vocational	0.51
	Associate Degree-Academic program	0.60*		Associate Degree-Academic program	0.56
	Bachelor's Degree	0.22		Bachelor's Degree	0.18
	Professional School Degree	0.04		Master's Degree	-0.04
	Doctorate Degree	-0.08		Doctorate Degree	-0.11

Notes: Least Squares Difference Test
  * Indicates significant relationship at *p<0.05*

Post Hoc Testing: Education		
(I)	**(J)**	**Non-Parents Mean Difference (I-J)**
Doctorate Degree		
	Less than High School	1.43*
	High School Graduate or Equivalent	0.68*
	Some College but no Degree	0.53
	Associate Degree-Occupational/Vocational	0.62
	Associate Degree-Academic program	0.68
	Bachelor's Degree	0.30
	Master's Degree	0.08
	Professional School Degree	0.11

Notes: Least Squares Difference Test

* Indicates significant relationship at *p<0.05*

Appendix C

Department of Defense Adult Poll 4 Questionnaire

SEPTEMBER 2002 DOD ADULT AMERICAN POLL FOUR
FALL 2002 TIME 24
EXPECTED FIELDING DATE 9/17/02
PROJECT NUMBER 028170

RESPONDENTS AGED ≥ 22 AND ≤ 85
GENERAL INSTRUCTIONS

Target Audience: Each household will be screened for adults between the ages 22 and 85. If there is more than one person in the household who meets those criteria, we will select the respondent with the most recent birthday prior to the interview date. There will be no within household substitution of the designated respondent, even if the designated respondent does not qualify for the interview.

Field Dates: Pre-test September 17, 2002
Launch study on September 18, 2002
Complete interviewing on September 28, 2002

Length: This interview should last approximately 25 minutes.

Geography: 100% United States - including Alaska, Hawaii and the District of Columbia

Sample Size: N=1250 adult Americans aged 22 to 85 (70% incidence)

Quotas: GENDER: 52% Female, 48% Male

RACE/ETHNICITY: Thresholds (According to the Profile of General Demographic Characteristics, 2000 Census of Population and Housing, US Department of Commerce):

White	83%
Black or African American	12%
American Indian and Alaskan Native	1%
Asian or Native Hawaiian and Other Pacific Islander	4%
Hispanic or Latino (of any race)	11%
Non-Hispanic	89%

REGION: Soft quotas on 8-point geo-code
New England (4.95%)	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
Mid-Atlantic (17.10%)	Delaware, DC, Maryland, New Jersey, New York, Pennsylvania, West Virginia
Great Lakes (17.79%)	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
Farm Belt (5.09%)	Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota

Outer South (23.15%)	Florida, Kentucky, North Carolina, Oklahoma, Tennessee, Texas, Virginia
Deep South (9.46%)	Alabama, Arkansas, Georgia, Louisiana, Mississippi, South Carolina
Mountain (6.46%)	Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming
Pacific (16.00%)	California, Oregon, Washington, Hawaii and Alaska

Sample:

Random B sample, with minimum of three working blocks. All samples will be screened for business numbers.

Dialing Procedures:

Interviews will be conducted during the evening and weekend hours. The fieldwork will take place from our in-house telephone centers located in Orem, Utah and Grand Rapids, Michigan and will utilize computer assisted telephone interviewing (CATI).

Callback Procedures:

Plan an initial call and maximum of three callbacks. If a household is not reached after four calls, we will substitute another randomly selected household. Callbacks will be scheduled on different days, different times of the day and in different weeks.

Refusal Conversion:

All initial refusals are put into a queue to be worked by a group of interviewer specialists, trained and experienced in refusal conversion. Up to an additional three call backs, conducted at different times and days, will be made. If a household is not reached after three calls or if a second refusal occurs, a "hard" refusal will be recorded on the final disposition.

Pre-test:

We will conduct a pre-test of the survey instrument on September 17, 2002 in our Orem, Utah telephone facility. We will conduct thirty interviews. If the pretest interviews go smoothly and no revisions are made to the questionnaire, they will be included in the final data set.

SCREENER AND INTRODUCTION	10.25 QUESTION POINTS, 3.4 MINUTES

SCREENER

INTRO1:   Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling for a study that is being conducted for the United States Government to learn about attitudes regarding current events. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE] **[1 QP]**

GPA.   Could I speak with a member of this household who is between the ages of 22 and 85 and has had the most recent birthday, please? **[0.5QP]**

         1.   Yes
         2.   No, respondent isn't available
         3.   No, there isn't a respondent (living) in the household who is between the ages of 22 and 85
         4.   No, you can't talk to the person
         99. DK/REF

IF GPA=1, WAIT UNTIL RESPONDENT GETS ON THE PHONE AND READ INTRO2.
IF GPA=2, ARRANGE CALLBACK
IF GPA=3, CODE AS INELIGIBLE, THANK AND TERMINATE
IF GPA=4, CODE AS REFUSAL, THANK AND TERMINATE
IF GPA=99, CODE AS INELIGIBLE, THANK AND TERMINATE

INTRO2   Hello, I'm _____ of Wirthlin Worldwide, a national research firm and I'm calling for a study that is being conducted for the United States Government to learn about attitudes regarding current events. For quality purposes, my supervisor may monitor this call. [DO NOT PAUSE] **[1 QP]**

PRIV1.   All information you provide is protected under the Privacy Act of 1974. Your identity will not be released for any reason and your participation is voluntary. You are entitled to a copy of the Privacy Act Statement. Would you like a copy of this statement? **[1QP]**

         1.   YES, RECORD MAILING ADDRESS
         2.   NO
         99. DK/REF

S1.   Could you please tell me your age? **[1QP]**

         RECORD ANSWER
         99. DK/REF

[IF S1 < 22 OR S1 > 85 ASK GPA]
[ELSE ASK S2]
S2.   For research purposes, may I please verify your gender? **[1QP]**

         1.   Male
         2.   Female

DEM10.   Do you consider yourself to be of Hispanic, Latino or Spanish origin? **[1QP]**

      1. Yes, Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin.
      2. No
      99. DK/REF

DEM11   I'm going to read a list of racial categories. Please select one or more to describe your race. Are you…[READ PUNCHES 1-5.] [NOTE: IF RESPONDENT SAYS 'DON'T KNOW" OR DOESN'T MENTION A PUNCH BELOW, SAY: "WHICH OF THE FOLLOWING RACE CATEGORIES DO YOU MOST CLOSELY IDENTIFY WITH?"] [CODE UP TO 5 RESPONSES] **[1 QP]**

      1. White
      2. Black or African-American
      3. American Indian or Alaskan Native
      4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
      5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
      6. [DO NOT READ] Other HISPANIC ONLY (Mexican, Mexican American, Chicano, Puerto Rican, Cuban, or other Spanish/Hispanic/Latino origin).
      99. DK/REF [THANK AND TERMINATE]

[IF DEM11=6 ONLY, ASK DEM11A]
DEM11A. In addition to being Hispanic, do you consider yourself to be [READ PUNCHES 1-5] [CODE UP TO 5 RESPONSES] **[.25 QP]**

      1. White
      2. Black or African-American
      3. American Indian or Alaskan Native
      4. Asian (e.g., Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese)
      5. Native Hawaiian or Other Pacific Islander (e.g., Samoan, Guamanian or Chamorro)
      8. Not Applicable [DO NOT READ]
      9. DK/REF

S3A.   How many children do you have? **[1QP]**

      RECORD ANSWER
      99. DK/REF

[IF S3A>0, ASK S5] *[IF RESPONDENT HAS CHILDREN]*
S5.   Are any of your children between the ages of 12 and 21? **[0.5QP]**

      1. Yes
      2. No
      98. Not Applicable
      99. DK/REF

[IF S5 = 1, ASK S6 and S7] *[IF RESPONDENT HAS CHILDREN AGED 12 TO 21]*
S6.   What are the ages of these children? [DO NOT READ RESPONSE OPTIONS – MULTIPLE
            RESPONSES ALLOWED] **[0.5QP]**

                    1. 12 YEARS OLD
                    2. 13 YEARS OLD
                    3. 14 YEARS OLD
                    4. 15 YEARS OLD
                    5. 16 YEARS OLD
                    6. 17 YEARS OLD
                    7. 18 YEARS OLD
                    8. 19 YEARS OLD
                    9. 20 YEARS OLD
                    10. 21 YEARS OLD
                    98. Not Applicable
                    99. DK/REF

[ASK IF QS6=1-10]
S7.   Is your [INSERT YOUNGEST CHILD'S AGE FROM S6] child a son or a daughter **[.5 QP]**?

                    1. Son
                    2. Daughter
                    98. Not Applicable
                    99. DK/REF

LIKELIHOOD TO RECOMMEND	**8.5 QUESTION POINTS, 2.6 MINUTES**

[IF S5 ≠1, ASK ADV, ADV2, ADV18]
ADV.   Now let's talk about the choices young people have. Suppose a youth you know came to you
         for advice about the various post-high school options that are available. What would you
         recommend? [PROBE: ANYTHING ELSE?] [ENTER ALL CODES THAT APPLY.] [NOTE
         TO INTERVIEWER: IF RESPONDENT IS WORRIED THAT THE REASONS VARY BY
         INDIVIDUAL SAY "I KNOW YOUR RECOMMENDATION MAY VARY BY
         INDIVIDUAL, BUT FOR THIS EXERCISE PLEASE THINK ABOUT THE "AVERAGE"
         YOUTH THAT MAY COME TO YOU FOR ADVICE"] **[1.75 QP]** [DO NOT READ LIST]

                    1. School (i.e., ANY FORMAL TRAINING/EDUCATION]
                    2. Job/Work
                    3. Join the Military/Service
                    4. Do Nothing
                    5. Stay at home
                    6. Travel
                    97. Other [SPECIFY: RECORD RESPONSES]
                    98. Not Applicable
                    99. DK/REF

ADV2.   Now I would like to ask your opinion about some specific choices that young people have. Suppose a youth you know came to you for advice about various post-high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L] **[3.5QP]**

A. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
B. Attending a four-year college or university
C. Getting a full-time job
D. Getting a part-time job
E. Attending a trade, technical, vocational or community college
F. Serving on active duty in the Coast Guard
G. Serving on active duty in the Army
H. Serving on active duty in the Air Force
I. Serving on active duty in the Marine Corps
J. Serving on active duty in the Navy
K. Serving in the National Guard
L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

ADV18.   Suppose a youth you know just earned their 4-year college degree, how likely would you be to recommend that they enter the military? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] **[.7 QP]**

1. Very likely
2. Likely
3. Neither Likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

[LIKELIHOOD TO RECOMMEND SECTION FOR PARENTS OF 12 TO 21 YEAR OLDS]
[IF S5 = 1, ASK ADVC, ADVC2, ADVC18]
ADVC.   Now let's talk about the choices your children have. Suppose your youngest child came to you for advice about the various post-high school options that are available. What would you recommend? [PROBE: ANYTHING ELSE?] [ENTER ALL CODES THAT APPLY.] **[.75 QP]** [DO NOT READ LIST]

1. School (i.e., ANY FORMAL TRAINING/EDUCATION]

2. Job/Work
3. Join the Military/Service
4. Do Nothing
5. Stay at home
6. Travel
97. Other [SPECIFY: RECORD RESPONSES]
98. Not Applicable
99. DK/REF

ADVC2.   Now I would like to ask your opinion about the specific choices that your child has. Suppose your youngest child came to you for advice about various post-high school options. How likely is it that you would recommend [ALWAYS RANDOMIZE AND READ A-E FIRST. AFTER A-E, RANDOMIZE AND READ F-L] **[1.5 QP]**

A. Joining a military service such as the Army, Navy, Marine Corps, Air Force, or Coast Guard
B. Attending a four-year college or university
C. Getting a full-time job
D. Getting a part-time job
E. Attending a trade, technical, vocational or community college
F. Serving on active duty in the Coast Guard
G. Serving on active duty in the Army
H. Serving on active duty in the Air Force
I.   Serving on active duty in the Marine Corps
J. Serving on active duty in the Navy
K. Serving in the National Guard
L. Serving in the Reserves

[READ LIST][ROTATE TOP TO BOTTOM, BOTTOM TO TOP]

1. Very likely
2. Likely
3. Neither likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

ADVC18. Suppose your youngest child just earned their 4-year college degree, how likely would you be to recommend that they enter the military? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] **[.3 QP]**

1. Very likely
2. Likely
3. Neither Likely nor unlikely
4. Unlikely
5. Very unlikely
98. Not Applicable [DO NOT READ]
99. DK/REF

FAVORABILITY	4 QUESTION POINTS, 1.3 MINUTES

FAV1.   Using all that you know or have heard about the U.S. military, please rate the U.S. military using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the U.S. Military? **[1QP]**

>   RECORD RATING
>   99. DK/REF

FAV2.   Using all that you know or have heard about the various active duty branches of the U.S. military, please rate each branch using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-E]? **[2QP]**

>   A. Air Force
>   B. Army
>   C. Coast Guard
>   D. Marine Corps
>   E. Navy

>   RECORD RATING
>   99. DK/REF

FAV3   Now, using all that you know or have heard, please rate the U.S. National Guard and Reserves using a 10 point scale where 1 means **VERY UNFAVORABLE** and 10 means **VERY FAVORABLE**. How would you rate the [RANDOMIZE AND READ A-B]? **[1QP]**

>   A. Reserves
>   B. National Guard

>   RECORD RATING
>   99. DK/REF

KNOWLEDGE OF MILITARY	1 QUESTION POINTS, .33 MINUTES

KW2.   Let's talk about your knowledge of the U.S. military. Please use a scale from 1 to 10 where 1 means **NOT AT ALL KNOWLEDGEABLE** and 10 means **EXTREMELY KNOWLEDGEABLE**. Please tell me how knowledgeable you are about the U.S. Military. **[1QP]**

>   RECORD ANSWER
>   99. DK/REF

ADVICE ABOUT/SUPPORT FOR THE MILITARY   10.5 QUESTION POINTS, 3.5 MINUTES

ACQ5.   Now I want to talk about your friends and family. Do you have a [READ A-F] who is between the ages of 12 and 21? **[2QP]**

    A. Son **[ASK ACQ5A ONLY IF S5=1]**
    B. Daughter **[ASK ACQ5B ONLY IF S5=1]**
    C. Brother or Sister
    D. Niece or Nephew
    E. Grandchild
    F. Cousin

        1. Yes
        2. No
        98. Not Applicable
        99. DK/REF

ACQ6.   Are you acquainted with [READ G-J] who is between the ages of 12 and 21? **[2 QP]**

    G. Some other family member
    H. A Friend who is not a family member
    I.   A Student who is not a family member
    J.   Someone else who is not a family member

        1. Yes
        2. No
        99. DK/REF

[ASK ADV4 FOR EACH ITERATION OF ACQ5A-F=1 AND ACQ6G-J=1]
[IMMEDIATELY ASK ADV8 FOR EACH ITERATION OF ADV4A-J=1]
ADV4.   Did you give advice in the last year to [READ A-J] who is between the ages of 12 and 21 about various post-high school options? Please answer Yes or No. [IF THE RESPONDENT RESPONDS THAT THEY HAVE, FOR EXAMPLE, MORE THAN ONE SON, ASK THEM TO RESPOND FOR THE ONE THAT THEY MOST RECENTLY TALKED TO ABOUT OPTIONS AFTER HIGH SCHOOL.] [INTERVIEWER NOTE: REMIND THE RESPONDENT THAT WE ARE TALKING ABOUT ADVICE GIVEN IN THE PAST YEAR.] **[3.5QP]**

    A. A Son
    B. A Daughter
    C. A Brother or Sister
    D. A Niece or Nephew
    E. A Grandchild
    F. A Cousin
    G. Some other family member
    H. A Friend who is not a family member
    I.   A Student who is not a family member
    J.   Someone else who is not a family member

1. Yes
2. No
98. Not Applicable
99. DK/REF

ADV8.   Was any of the advice that you gave about the military? **[1.5 QP]**
    A. A Son
    B. A Daughter
    C. A Brother or Sister
    D. A Niece or Nephew
    E. A Grandchild
    F. A Cousin
    G. Some other family member
    H. A Friend who is not a family member
    I.   A Student who is not a family member
    J.   Someone else who is not a family member

1. Yes
2. No
98. Not Applicable
99. DK/REF

[FOR EACH ADV8=1, ASK ADV9]
ADV9.   Was the advice about the military positive, negative or both positive and negative? **[1.5 QP]**

    A. A Son
    B. A Daughter
    C. A Brother or Sister
    D. A Niece or Nephew
    E. A Grandchild
    F. A Cousin
    G. Some other family member
    H. A Friend who is not a family member
    I.   A Student who is not a family member
    J.   Someone else who is not a family member

1. Positive
2. Negative
3. Both positive and negative
98. Not Applicable
99. DK/REF

SOURCE OF IMPRESSIONS	29 QUESTION POINTS, 9.5 MINUTES

IM1.   From everything that you know, have read or have seen, where do you get the majority of your impressions about the military? [PROBE: ANY OTHER MAJOR SOURCES?] [ENTER ALL CODES THAT APPLY AND RECORD ORDER OF MENTION] **[3 QP]** [DO NOT READ LIST] [INTERVIEWER NOTE: IF RESPONDENT SAYS "MYSELF", ASK: FROM WHO OR WHAT EXPERIENCES DID YOU GET THE MAJORITY OF YOUR IMPRESSIONS ABOUT THE MILITARY?]

FAMILY
1. FATHER
2. MOTHER
3. BROTHER(S)
4. SISTER(S)
5. UNCLE(S)
6. AUNT(S)
7. GRANDPARENT(S)
8. COUSIN(S)
9. SPOUSE
10. SON(S)
11. DAUGHTER(S)
95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

FRIENDS/ACQUAINTANCES
12. FRIEND-**SAME GENERATION**
13. FRIEND-**YOUNGER GENERATION [10+ YRS YOUNGER]**
14. FRIEND-**OLDER GENERATION [10+ YRS OLDER]**
15. GIRLFRIEND/BOYFRIEND
16. TEACHER/COUNSELOR/COACH
17. CO-WORKER/EMPLOYER
96. OTHER PERSON [SPECIFY: RECORD ANSWER]

MEDIA
18. ADVERTISING/COMMERCIALS
19. THINGS YOU'VE READ (i.e. Newspapers, magazines, books, etc).
20. MOVIES
21. TELEVISION
22. RADIO/MUSIC
23. INTERNET
97. OTHER MEDIA [SPECIFY: RECORD ANSWER]
24. YOUR JOB
99. DK/REF

[IF MENTION MORE THAN ONE PERSON IN IM1 1-17, 95 OR 96 ASK IM2]
IM2.   Of the people you just mentioned [INSERT RESPONSES FROM IM1 1-17, 95 AND 96], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] **[2 QP]**

FAMILY
1. FATHER
2. MOTHER
3. BROTHER(S)
4. SISTER(S)
5. UNCLE(S)
6. AUNT(S)
7. GRANDPARENT(S)
8. COUSIN(S)
9. SPOUSE
10. SON(S)
11. DAUGHTER(S)
95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

FRIENDS/ACQUAINTANCES
12. FRIEND-**SAME GENERATION (CHOOSE ONE PERSON)**
13. FRIEND-**YOUNGER GENERATION [10+ YRS YOUNGER] (CHOOSE ONE PERSON)**
14. FRIEND-**OLDER GENERATION [10+ YRS OLDER] (CHOOSE ONE PERSON)**
15. GIRLFRIEND/BOYFRIEND
16. TEACHER/COUNSELOR/COACH
17. CO-WORKER/EMPLOYER
96. OTHER PERSON [SPECIFY: RECORD ANSWER]

[ASK IM2A IF IM1=1-17, 95 OR 96 AND QIM2≠DK/REF]
IM2A.   Has your [INSERT RESPONSE FROM IM1 IF ONLY ONE PERSON MENTIONED; IF MULTIPLE PEOPLE MENTIONED IN IM1 INSERT RESPONSE FROM IM2] ever been in the military? **[1 QP]**

FAMILY
1. FATHER
2. MOTHER
3. BROTHER(S)
4. SISTER(S)
5. UNCLE(S)
6. AUNT(S)
7. GRANDPARENT(S)
8. COUSIN(S)
9. SPOUSE
10. SON(S)
11. DAUGHTER(S)
95. OTHER RELATIVE [SPECIFY: RECORD ANSWER]

FRIENDS/ACQUAINTANCES
12. FRIEND-**SAME GENERATION**
13. FRIEND-**YOUNGER GENERATION [10+ YRS YOUNGER]**
14. FRIEND-**OLDER GENERATION [10+ YRS OLDER]**
15. GIRLFRIEND/BOYFRIEND
16. TEACHER/COUNSELOR/COACH

       17. CO-WORKER/EMPLOYER
       96. OTHER PERSON [SPECIFY: RECORD ANSWER]

       1. Yes
       2. No
       98. Not Applicable
       99. DK/REF

[IF IM2A = 1, ASK IM2B]
IM2B.   Which Service? **[1 QP] [MULTIPLE PUNCH]**

       1. Air Force (Active Duty, Reserve, Air National Guard)
       2. Army (Active Duty, Reserve, Army National Guard)
       3. Marine Corps (Active Duty, Reserve)
       4. Navy (Active Duty, Reserve)
       5. Coast Guard (Active Duty, Reserve)
       98. Not Applicable
       99. DK/REF

[IF IM2A=1 ASK IM2C]
IM2C.   Did this person give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? **[1 QP]**

       1. Completely Positive
       2. Mostly Positive
       3. Both Positive and Negative (Neutral)
       4. Mostly Negative
       5. Completely Negative
       98. Not Applicable [DO NOT READ]
       99. DK/REF

[IF IM2A=1 ASK IM2C]
IM2D.   Did this individual have a positive effect, negative effect, or no effect on your likelihood to recommend military service? **[1 QP]**

       1. Positive effect
       2. No effect
       3. Negative effect
       98. Not Applicable
       99. DK/REF

[IF IM1 = 19, "THINGS YOU'VE READ" ASK IM3, IM3B, AND IM3C]
IM3.   *You mentioned getting the majority of your impressions about the military from things that you have read. What are the general categories of things you have read that have given you these impressions?* [ENTER ALL CODES THAT APPLY] **[2 QP]** [DO NOT READ LIST]

       1. Advertisements
       2. Newspapers
       3. Magazines

4. Books (Non-Fiction) (i.e., biographies, text books)
5. Books (Fiction)
6. Online/Internet articles
97. Other [SPECIFY: RECORD ANSWER]
98. Not Applicable
99. DK/REF

[IF MENTION MORE THAN ONE IN IM3 ASK IM3A]
IM3A. Of the reading material you just mentioned [INSERT RESPONSES FROM IM3], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] **[2 QP]** [DO NOT READ LIST]

1. Advertisements
2. Newspapers
3. Magazines
4. Books (Non-Fiction) (i.e., biographies, text books)
5. Books (Fiction)
6. Online/Internet articles
97. Other [SPECIFY: RECORD ANSWER]
98. Not Applicable
99. DK/REF

[ASK IF IM3 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM3A≠DK/REF OR NOT APPLICABLE]
IM3B. In general, do these [INSERT RESPONSE FROM IM3 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM3 INSERT RESPONSE FROM IM3A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? **[1 QP]**

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative
5. Completely Negative
98. Not Applicable [DO NOT READ]
99. DK/REF

[ASK IF IM3 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM3A≠DK/REF OR NOT APPLICABLE]
IM3C. In general, do these [INSERT RESPONSE FROM IM3 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM3 INSERT RESPONSE FROM IM3A] have a positive effect, negative effect, or no effect on your likelihood to recommend military service? **[1 QP]**

1. Positive effect
2. No effect
3. Negative effect
98. Not Applicable
99. DK/REF

[IF IM1 = 21, "TELEVISION" ASK IM4, IM4B, IM4C]
IM4.   You mentioned getting the majority of your impressions about the military from television. What on television has given you these impressions? **[3 QP]** [DO NOT READ LIST]

1. JAG
2. M*A*S*H
3. Hogan's Heroes
4. Band of Brothers
5. China Beach
6. Baa Baa Black Sheep
7. Rat Patrol
8. Sergeant Bilko
9. Tour of Duty
10. News Journal Shows (i.e. 60 Minutes, The Today Show, 20/20, Primetime Live, etc).
11. Network News
12. Cable News Channels (Fox News Channel, CNN, MSNBC, etc).
13. Talk Shows (i.e. The O'Reilly Factor, Hardball, Oprah, etc).
14. Documentaries (i.e. Discovery Channel, History Channel, etc).
15. Reality TV shows (i.e. Survivor, Real World, Boot Camp)
16. TV Advertisements
97. Other (SPECIFY: RECORD ANSWER)
98. Not Applicable
99. DK/REF

[IF MENTION MORE THAN ONE TELEVISION SHOW IN IM4 ASK IM4A]
IM4A.   Of the things on television you just mentioned [INSERT RESPONSES FROM IM4], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] **[2 QP]**

1. JAG
2. M*A*S*H
3. Hogan's Heroes
4. Band of Brothers
5. China Beach
6. Baa Baa Black Sheep
7. Rat Patrol
8. Sergeant Bilko
9. Tour of Duty
10. News Journal Shows (i.e. 60 Minutes, The Today Show, 20/20, etc).
11. Network News shows
12. Cable News Channels (Fox News Channel, CNN, MSNBC, etc).
13. Talk Shows (i.e. The O'Reilly Factor, Hardball, Oprah, etc).
14. Documentaries (i.e. Discovery Channel, History Channel, etc).
15. Reality TV shows (i.e. Survivor, Real World, Boot Camp)
16. TV Advertisements
97. Other (SPECIFY: RECORD ANSWER)
98. Not Applicable
99. DK/REF

[ASK IF IM4 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM4A≠DK/REF OR NOT APPLICABLE]

IM4B.   In general does/do [INSERT RESPONSE FROM IM4 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM4 INSERT RESPONSE FROM IM4A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? **[1 QP]**

    1. Completely Positive
    2. Mostly Positive
    3. Both Positive and Negative (Neutral)
    4. Mostly Negative
    5. Completely Negative
    98. Not Applicable [DO NOT READ]
    99. DK/REF

[ASK IF IM4 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM4A≠DK/REF OR NOT APPLICABLE]

IM4C.   In general, does/do [INSERT RESPONSE FROM IM4 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM4 INSERT RESPONSE FROM IM4A] have a positive effect, negative effect, or no effect on your likelihood to recommend military service? **[1 QP]**

    1. Positive Effect
    2. No Effect
    3. Negative Effect
    98. Not Applicable
    99. DK/REF

[IF IM1 = 20, "MOVIES" ASK IM5, IM5B, AND IM5C]

IM5.   You mentioned getting the majority of your impressions about the military from movies. What movies have given you these impressions? [ACCEPT MULTIPLE RESPONSES] **[3 QP]** [DO NOT READ LIST]

    1. A Few Good Men
    2. Apocalypse Now
    3. Band of Brothers
    4. Behind Enemy Lines
    5. Black Hawk Down
    6. Born on the Fourth of July
    7. Courage Under Fire
    8. Crimson Tide
    9. The Deer Hunter
    10. Dirty Dozen
    11. Forrest Gump
    12. Full Metal Jacket
    13. G.I. Jane
    14. The General's Daughter
    15. Hunt for Red October
    16. Hart's War
    17. Independence Day
    18. K-19: The Widowmaker
    19. M*A*S*H

20. Men of Honor
21. Pearl Harbor
22. Platoon
23. Rambo Series
24. Rules Of Engagement
25. Saving Private Ryan
26. Sum of All Fears
27. A Thin Red Line
28. Three Kings
29. Tora! Tora! Tora!
30. Top Gun
31. U-571
32. Wag the Dog
33. We Were Soldiers
34. Windtalkers
97. Other [SPECIFY: RECORD RESPONSE]
98. Not Applicable
99. DK/REF

[IF MENTION MORE THAN ONE MOVIE IN IM5 ASK IM5A]
IM5A.   Of the movies you just mentioned [INSERT RESPONSES FROM IM5], which one has had the greatest effect on your impressions of the military? [ACCEPT SINGLE RESPONSE] **[2 QP]**

1. A Few Good Men
2. Apocalypse Now
3. Band of Brothers
4. Behind Enemy Lines
5. Black Hawk Down
6. Born on the Fourth of July
7. Courage Under Fire
8. Crimson Tide
9. The Deer Hunter
10. Dirty Dozen
11. Forrest Gump
12. Full Metal Jacket
13. G.I. Jane
14. The General's Daughter
15. Hunt for Red October
16. Hart's War
17. Independence Day
18. K-19: The Widowmaker
19. M*A*S*H
20. Men of Honor
21. Pearl Harbor
22. Platoon
23. Rambo Series
24. Rules Of Engagement
25. Saving Private Ryan

26. Sum of All Fears
27. A Thin Red Line
28. Three Kings
29. Tora! Tora! Tora!
30. Top Gun
31. U-571
32. Wag the Dog
33. We Were Soldiers
34. Windtalkers
97. Other [SPECIFY: RECORD RESPONSE]
98. Not Applicable
99. DK/REF

[ASK IF IM5 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM5A≠DK/REF OR NOT APPLICABLE]

IM5B.   In general, did [INSERT RESPONSE FROM IM5 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM5 INSERT RESPONSE FROM IM5A] give you a [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] impression of the military? **[1 QP]**

1. Completely Positive
2. Mostly Positive
3. Both Positive and Negative (Neutral)
4. Mostly Negative
5. Completely Negative
98. Not Applicable [DO NOT READ]
99. DK/REF

[ASK IF IM5 IS SINGLE MENTION AND ≠DK/REF OR NOT APPLICABLE OR IM5A≠DK/REF OR NOT APPLICABLE]

IM5C.   In general, did [INSERT RESPONSE FROM IM5 IF ONLY ONE MENTION; IF MULTIPLE MENTION IN IM5 INSERT RESPONSE FROM IM5A] have a positive effect, negative effect, or no effect on your likelihood to recommend military service? **[1 QP]**

1. Positive Effect
2. No Effect
3. Negative Effect
98. Not Applicable
99. DK/REF

MEDIA SOURCES	12 QUESTION POINTS, 4 MINUTES

[HALF OF RESPONDENTS RECEIVE MED1 AND MED2. OTHER HALF RECEIVE MED3 AND MED4]

MED1.　If you needed to find information about what life is like in the military, how would you get that information? **[IF RESPONDENT HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]**

> INSERT VERBATIM RESPONSE
> 98. Not Applicable/Not Asked
> 99. DK/REF

MED2.　If you needed to find information about the benefits that the military offers its members, how would you get that information? **[IF RESPONDENT HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]**

> INSERT VERBATIM RESPONSE
> 98. Not Applicable/Not Asked
> 99. DK/REF

MED3.　Assume you wanted to get information about what life is like in the military. In your opinion, what would be the ideal ways to get this information? **[IF RESPONDENT HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]**

> INSERT VERBATIM RESPONSE
> 98. Not Applicable/Not Asked
> 99. DK/REF

MED4.　Assume you wanted to get information about the benefits that the military offers its members. In your opinion, what would be the ideal ways to get this information? **[IF RESPONDENT HAVING TROUBLE: WHERE DO YOU GO? WHO DO YOU SPEAK WITH?] [PROBE: ANYTHING ELSE?] [RECORD ALL RESPONSES AND RECORD ORDER OF MENTION] [3 QP]**

> INSERT VERBATIM RESPONSE
> 98. Not Applicable/Not Asked
> 99. DK/REF

MED5.　I am going to read you a list of places that you can get information about various post-high school options. Using a scale of 1 to 5 where 1 means **DON'T TRUST AT ALL** and 5 means **TRUST COMPLETELY,** I would like you to tell me how much you trust the information you get from each person or place. The [FIRST/NEXT] is [RANDOMIZE AND READ A-R]. **[6 QP]**

> A. Family members
> B. Friends

C. Teachers, guidance counselors or coaches
D. Military Recruiters
E. Advertisements in the newspaper
F. Newspaper Articles
G. Information you receive in the mail
H. TV Commercials
I. TV News
J. TV entertainment programs
K. Radio Commercials
L. Radio Programs
M. Advertisements in magazines
N. Magazine Articles
O. Fiction Books
P. Non-fiction Books
Q. The Internet
R. Movies

RECRUITERS	4 QUESTION POINTS, 1.33 MINUTES

REC1.   I now would like to ask you a few questions regarding military recruiters. First, have you ever spoken with a military recruiter? **[1 QP]**

   1. Yes
   2. No
   99. DK/REF

REC2.   Now I am going to read you a couple of statements. After each one, please tell me if you agree or disagree with that statement. The [FIRST/NEXT] is [ROTATE AND READ LIST A-E]. Do you [ROTATE BOTTOM TO TOP, TOP TO BOTTOM AND READ RESPONSE OPTIONS]? **[3 QP]**

A. Military recruiters usually present a truthful picture of military service
B. The information that military recruiters provide is trustworthy
C. People entering the military often don't get the benefits promised by military recruiters
D. Military recruiters care about the well-being of people interested in military service
E. Military recruiters use "high pressure" sales tactics to get people to join the military

   1. Completely agree
   2. Mostly agree
   3. Neither agree or disagree
   4. Mostly disagree
   5. Completely disagree
   99. DK/REF

CURRENT EVENTS	4 QUESTION POINTS, 1.33 MINUTES

CUR3.   Does the current situation related to the "War on Terrorism" make you more likely or does it make you less likely to recommend military service as an option for youth? **[1QP]**

       1. More likely
       2. Doesn't change the likelihood (DO NOT READ)
       3. Less likely
       99. DK/REF

CUR4.   Most people who enlist in the military are required to serve four years. If the requirement was reduced to two years, do you think you would be more likely or less likely to recommend military service? **[1 QP]**

       1. More likely
       2. Doesn't change the likelihood (DO NOT READ)
       3. Less Likely
       99. DK/REF

CUR5.   How likely do you think it is that the U.S. will have the majority of its military troops engaged in battle in the next four years? [ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-5] **[1 QP]**

       1. Very Likely
       2. Likely
       3. Neither Likely nor Unlikely [DO NOT READ]
       4. Unlikely
       5. Very Unlikely
       99. DK/REF

CUR6.   Does this make you more likely or does it make you less likely to recommend military service as an option for youth? **[1QP]**

       1. More likely
       2. Doesn't change the likelihood (DO NOT READ)
       3. Less likely
       99. DK/REF

INDICATORS	3 QUESTION POINTS, 1 MINUTES

IND1.   How difficult is it for a high school graduate to get a full-time job in your community? Is it…[ROTATE TOP TO BOTTOM, BOTTOM TO TOP AND READ 1-4]? **[1QP]**

       1. Almost Impossible
       2. Very Difficult
       3. Somewhat Difficult
       4. Not Difficult at All
       99. DK/REF

IND2.   Are individuals more likely to have a good paying job in the military, in a civilian job or equally in both? **[1QP]**

      1. Military
      2. Civilian job
      3. Equally in both
      99. DK/REF

IND3.   Four years from now, do you think the economy will be better than, worse than or about the same as it is today? **[1 QP]**

      1. Better than
      2. Worse than
      3. About the same
      99. DK/REF

DEMOGRAPHICS	**7.5 QUESTION POINTS, 2.5 MINUTES**

And now I just have a few last questions for research purposes.

DEM1.   What is the highest level of school you have completed or the highest degree you have received? [READ LIST, ACCEPT SINGLE RESPONSE] **[1QP]**

      1. Less than High School
      2. High School Graduate - Diploma or Equivalent (GED)
      3. Some College But No Degree
      4. Associate Degree - Occupation / Vocational
      5. Associate Degree - Academic Program
      6. Bachelor's Degree (e.g., BA, AB or BS)
      7. Master's Degree (e.g., MA, MS, MEng, MEd, NSW)
      8. Professional School Degree (e.g., MD, DDS, DVM)
      9. Doctorate Degree (e.g., PhD, EdD)
      99. DK/REF **[DO NOT READ]**

DEM2D.   Are you now or have you ever been a member of the armed forces? **[1QP]**

      1. Yes
      2. No
      99. DK/REF

[IF DEM2D=1, ASK DEM2B]
DEM2B.   Is that active duty, guard or reserves? [ACCEPT MULTIPLE RESPONSES] **[0.5QP]**

      1. Active Duty
      2. Guard
      3. Reserves
      98. Not Applicable
      99. DK/REF

DEM3.   What is your total annual household income? [READ LIST, ACCEPT SINGLE RESPONSE]
[1QP]

1. Less than $25,000
2. $25,000 but less than $30,000
3. $30,000 but less than $40,000
4. $40,000 but less than $60,000
5. $60,000 but less than $80,000
6. $80,000 but less than $100,000
7. $100,000 OR MORE
99. DK/REF **[DO NOT READ]**

DEM4.   Please tell me whether you are currently…[READ LIST, ACCEPT SINGLE RESPONSE]
[1QP]

1. Single and have never been married
2. Widowed
3. Separated
4. Divorced
5. Married
99. DK/REF

DEM8A.   Do you interact with youth between the ages of 12 and 21 on a regular basis? For example, are
you a youth sports coach, a teacher, a guidance counselor, a scout leader, or an employer of
people under the age of 21? **[1QP]**

1. Yes, youth sports coach
2. Yes, member of the clergy
3. Yes, scout leader
4. Yes, employer of people under the age of 21
5. Yes, teacher
6. Yes, church layperson
7. Yes, volunteer work
8. Yes, counselor
9. Yes, mentor
10. No
97. Yes, other, specify
99.   DK/REF

DEM10.   What is your current employment status? Are you [RANDOMIZE AND READ RESPONSE
OPTIONS 1-4]? **[1QP]**

1. Employed full-time
2. Employed part-time
3. Retired
4. Unemployed
97. Other (Please specify) [RECORD RESPONSES]
99. DK/REF

DEM12. For research purposes only, please tell me your street address and zip code? Do you know your ZIP plus four? [9-digit ZIP code is preferred] **[1QP]**

> [RECORD STREET ADDRESS]
> [RECORD ZIP CODE]

[ASK DEM13 IF QPRIV1=1]
DEM13. So that we may send you the copy of the Privacy Act of 1974 and for research purposes please tell me your address.

> [RECORD NAME]
> [RECORD STREET ADDRESS]
> [RECORD CITY]
> [RECORD STATE]
> [RECORD ZIP CODE]

DEM14. FIPS CODE ____ ____ ____ ____ ____

DEM15. ZIP CODE **[FROM SAMPLE]** ____ ____ ____ ____ ____

DEMA Occasionally we may need to do some follow-up research with people we have already contacted. Would you be willing to be re-contacted in the future?

> 1. YES [ASK DEMAa]
> 2. NO
> 99. DK/REF

[ASK IF DEMA=1]
DEMAa May I have your name please?

[ASK DEM16 IF PRIV1=2 OR DK/REF AND IF DEMA = 2 OR DK/REF]
DEM16. May I please have your first name in case my supervisor needs to verify that this interview actually took place?

Thank you very much for your time.